



TOWN OF GILBERT
HEADS-OF-HOUSEHOLDS SURVEY
Attitudes on Planning and Services
2010

TOWN OF GILBERT
HEADS-OF-HOUSEHOLDS SURVEY
Attitudes on Planning and Services
2010

Prepared for

John Lewis, Mayor
Les Presmyk, Vice-Mayor

Linda Abbott, Councilmember
Ben Cooper, Councilmember
Dave Crozier, Councilmember
Jenn Daniels, Councilmember
John Sentz, Councilmember

Prepared by

Margaret C. Kenski, Ph.D.
Arizona Opinion
Tucson, Arizona

December 21, 2010

TABLE OF CONTENTS

List of Tables.	iii
Introduction.	vi
I. EXECUTIVE SUMMARY.....	1
II. DATA COMMENTARY AND TABLES.	14
1. General Satisfaction.....	15
2. Satisfaction with Development and Neighborhood.....	28
3. Knowledge about Town Decisions and Sources of Information.....	40
4. Decision Making and Participation.....	50
5. Preferred Allocation of Tax Dollars.	54
6. Evaluation of Town Services.	81
Appendix A. Methodology and Demographics.	120
Appendix B. Survey Instrument.....	126

List of Tables

<u>Table</u>	<u>Page</u>
1.1. General Satisfaction with Living in Gilbert (%)	18
1.2. Reasons for Liking Living in Gilbert (%)	19
1.3. Reasons for Not Liking Living in Gilbert(%)	20
1.4. Incidence of Contacting Town Hall or Other Department/Official (%).. . . .	22
1.5. Town Departments or Officials Contacted in Past Year (%)	23
1.6. Incidence of Connection to an Individual or Voice Mail (%).	24
1.7. Experience of Receiving a Call Back from the Town in a Reasonable Period of Time (%).	25
1.8. Satisfaction with Treatment When Calling the Town (%).	26
1.9. Reasons for Dissatisfaction with Way Treated When Call the Town.	27
2.1. Perceived Quality of Gilbert's Development Compared to Other Communities (%).	30
2.2. Satisfaction with Town Planning and Improvement of Public Facilities (%).	31
2.3. Perceived Improvement in Quality of Residential Developments (%).	32
2.4. Satisfaction with Commercial Development (%).	33
2.5. Reasons for Satisfaction with Commercial Development (%).	34
2.6. Reasons for Dissatisfaction with Commercial Development (%).	35
2.7. Satisfaction with Neighborhood of Residence (%).	36
2.8. Reasons for Satisfaction with Neighborhood (%).	37
2.9. Reasons for Dissatisfaction with Neighborhood (N)	38
2.10. Perceived Age of Neighborhood of Residence (%).	39
3.1. Perceived Level of Knowledge about Town Decisions (%).	43
3.2. Most Helpful Kinds of Information about Gilbert (%).	44
3.3. Information about Town Policies and Decisions: A Comparative Profile (%).	45
3.4. Information Sources: Level of Usage (%).	46
3.5. Preferred Means of Receiving Communications about Town Policies and Decisions (%).	47
3.6. Written Sources Regularly Read (%).	48
3.7. Types of Programming Preferred for Channel 11 (%).	49
4.1. Satisfaction with Policy Decisions of Mayor and Council (%).	51

4.2.	Reasons for Dissatisfaction with Mayor-Council Policy Decisions.	52
4.3.	Impression: Town Officials' Encouragement of Citizen Participation (%).	53
5.1.	Preferred Means of Balancing Gilbert's Budget (%).	59
5.2.	Satisfaction with Value from Tax Dollar for Services Provided by Gilbert (%).	60
5.3.	Reasons for Dissatisfaction with Value of Tax Dollar for Services (%).	61
5.4.	Importance of Town Involvement in Select Programs: A Comparative Profile (%).	62
5.5.	Importance of Town Involvement in Community Parks and Specialty Parks (%).	63
5.6.	Importance of Town Involvement in Multi-Purpose Trails and Open Space (%).	64
5.7.	Importance of Town Involvement in Public Transportation and Bus Service (%).	65
5.8.	Importance of Town Involvement in Recreation Programs (%).	66
5.9.	Importance of Town Involvement in Community Special Events (%).	67
5.10.	Importance of Town Involvement in Fine Arts Projects and Programs (%).	68
5.11.	Importance of Town Involvement in Historical Preservation (%).	69
5.12.	Importance of Town Involvement in Facilities Like Recreation Centers and Riparian Preserves (%).	70
5.13.	Preferred Allocation of Tax Dollars on Services: A Comparative Profile (%).	71
5.14.	Preferred Allocation of Tax Dollars: Fire Department (%).	72
5.15.	Preferred Allocation of Tax Dollars: Police Department (%).	73
5.16.	Preferred Allocation of Tax Dollars: Developing Older Downtown Gilbert (%).	74
5.17.	Preferred Allocation of Tax Dollars: Repairing and Maintaining Streets (%).	75
5.18.	Preferred Allocation of Tax Dollars: Water and Sewer Facilities (%).	76
5.19.	Preferred Allocation of Tax Dollars: Parks Facilities (%).	77
5.20.	Preferred Allocation of Tax Dollars: Recreation Programs and Facilities (%).	78
5.21.	Preferred Allocation of Tax Dollars: Library (%).	79
5.22.	Preferred Allocation of Tax Dollars: Public Transit (%).	80
6.1.	Satisfaction with Services Delivery by Gilbert: A Comparative Profile (%).	89
6.2.	Satisfaction: Street Repair and Maintenance (%).	90
6.3.	Satisfaction: Movement of Traffic (%).	91
6.4.	Satisfaction: Building Code Enforcement (%).	92

6.5.	Satisfaction: Water (%).	93
6.6.	Satisfaction: Garbage Collection (%).	94
6.7.	Satisfaction: Recycling Program (%).	95
6.8.	Satisfaction: Removal of Weeds, Junk Cars, and Similar Annoyances (%).	96
6.9.	Satisfaction: Parks (%).	97
6.10.	Satisfaction: Recreation (%).	98
6.11.	Satisfaction: Library (%).	99
6.12.	Satisfaction: Fire Department (%).	100
6.13.	Satisfaction: Police Department (%).	101
6.14.	Satisfaction: Planning and Zoning (%).	102
6.15.	Satisfaction: Uncontained Refused Collection (%).	103
6.16.	Satisfaction: Economic Development (%).	104
6.17.	Satisfaction: Public Transportation and Bus Service (%).	105
6.18.	Reasons for Dissatisfaction with Services (%).	106
6.19.	Most Important Service Priorities for Gilbert (%).	110
6.20.	Participation in Community Events (%).	111
6.21.	Participation in Recreation Programs (%).	112
6.22.	Family Usage of Parks and Recreational Facilities (%).	114
6.23.	Parks and Recreational Facilities Used (%).	115
6.24.	Reasons for Not Using Town Recreational Facilities (%).	116
6.25.	Evaluation of Residential Safety from Crime (%).	117
6.26.	Evaluation of Personal Safety from Violent Crime (%).	118
6.27.	Evaluation of Safety Driving on Gilbert's Streets (%).	119
A.	Demographic Profile of Respondents (%).	122

Introduction

This report contains the results of a telephone survey of 502 head-of-household residents in the Town of Gilbert. This is the sixteenth annual survey asking for residents' opinions on Town policies and services. The fieldwork was conducted by telephone over the period of November 17 to December 7, 2010 by DataCall, Inc. of Phoenix with no calling done on the weekends and over the Thanksgiving holiday. Most of the questions were also asked in previous surveys and the overall responses to them are compared to those of the past four years to show trends in resident satisfaction with various Town services and facilities.

Respondents are heads-of-households randomly selected by computer from our vendor file of Gilbert residential phone numbers. The economic turndown and housing crisis of the past two years has made it somewhat more difficult to keep those numbers up to date, and consequently the field firm reported a longer time on average to find willing respondents. As in past surveys, we used fieldwork procedures, such as three calls back to primary numbers before moving to alternates, qualifying filter questions on residence within Gilbert and head-of-household status, quotas for length of residence, rotating selection of male and female respondents, and verification of 10% of each interviewer's work in order to insure the representativeness of the sample.

The margin of error for the sample of 502 is $\pm 4\%$ with the highest potential for error when responses are evenly divided. The error margin increases for subgroups and is estimated at $\pm 5\%$ for those with 383 to 499, $\pm 6\%$ for those with 266 to 382 respondents or more, $\pm 7\%$ for those with 196 to 265 respondents, and $\pm 8.5\%$ for subgroups with 150 to 195 respondents. Subgroups with fewer than 150 respondents may have error margins of $\pm 10\%$ or more and the data for them should be used cautiously.

The six major areas of inquiry which correspond with those in past surveys include:

- (1) General Satisfaction, Questions 2-5 and Tables 1.1 through 1.9: Questions on general satisfaction with living in Gilbert, things respondents like and dislike about the Town, and incidence of and satisfaction with interaction with town departments and officials;
- (2) Satisfaction with Growth and Development, Questions 6-10 and Tables 2.1 through 2.10: Questions on quality of development in Gilbert compared to other East Valley communities; satisfaction with planning, quality of residential and commercial development; satisfaction with the respondents' neighborhoods; and perceived age of respondents' neighborhoods;

- (3) Level of Knowledge and Sources of Information about Town Policies and Decisions, Questions 11-16 and Tables 3.1 through 3.7: Questions on perceived level of knowledge about Town policies and decisions; the most helpful kinds of information about Gilbert; incidence of obtaining information from a select list of resources; preferred means of receiving communications about Town policies and decisions; incidence of reading local newspapers and the Town newsletter; and preferred types of programming on Cable Channel 11;
- (4) Decision Making, Questions 17-18 and Tables 4.1 through 4.3: Questions about satisfaction with the policy decisions made by the Mayor and Council, and perceptions about Town officials' attitudes toward citizen participation;
- (5) Preferred Allocation of Tax Dollars, Questions 19-21 and 24, and Tables 5.1 through 5.22: Questions about how to best balance the Town budget, satisfaction with value received for tax dollars; importance of Town involvement in parks, trails and open space, public transportation and bus service, recreation programs, community events, fine arts, historic preservation, and community centers; and desired Town spending levels on each of eight areas of public programs and services;
- (6) Evaluation of Town Services, Questions 22, 23, and 25-30 and Tables 6.1 through 6.27: Questions on level of satisfaction with sixteen Town services; reasons for dissatisfaction with services; top priorities for Town services; attendance at community events; utilization of the Town's parks and recreational facilities; reasons for not using the Town facilities; Town facilities which are used; and perceptions of safety level in Gilbert in respondents' homes, persons, and when driving on Gilbert streets.

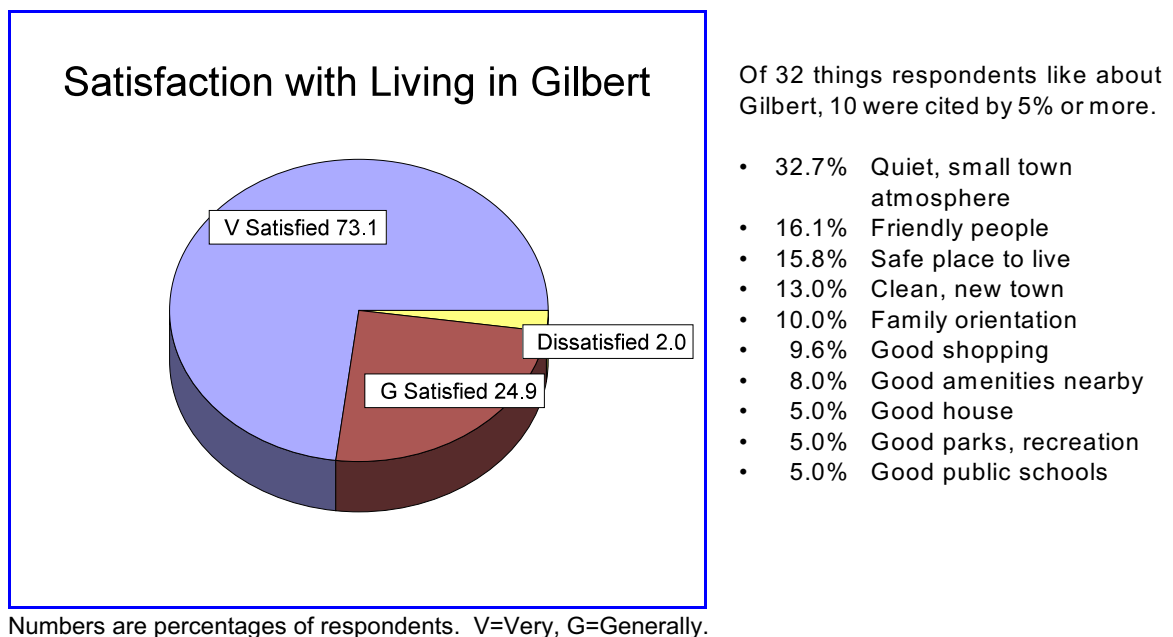
The 2010 survey report uses the same format as that found in previous Gilbert community surveys. Responses were analyzed using standard descriptive statistics contained in SPSS software. The first section of the report is an Executive Summary of the data and Commentary on changes since last year where appropriate. The second section displays the data for each question in the six areas of inquiry as summarized for open-ended inquiries and crosstabulated by demographic groups of respondents for structured questions. The demographics and methodology are described in Appendix A; the survey instrument is reproduced in Appendix B.

I. EXECUTIVE SUMMARY

This section of the survey report summarizes responses to the questions in a telephone survey of 502 heads-of-household residing in the Town of Gilbert. The survey instrument was designed by Arizona Opinion of Tucson with input from Town officials. Field work was conducted from November 17 to December 7, 2010 by DataCall, Inc. of Phoenix.

GENERAL SATISFACTION

- 1.1 Despite the slow economy and pressure on local governments, a very high percentage (98.0%) of Gilbert respondents are satisfied with life in Gilbert. The Town's quiet small town atmosphere, safety, cleanliness, family-orientation, and friendly people are the main reasons for liking the Town. See Tables 1.1 and 1.2.**



- 1.2 Respondents cited 59 things they dislike about Gilbert or suggestions for the Town's improvement. Only two were cited by 5% or more - poor road conditions/ traffic congestion and high taxes. Three in ten (30.5%) said there is nothing they dislike about Gilbert. See Table 1.3.**

The percentages citing the two items are below.

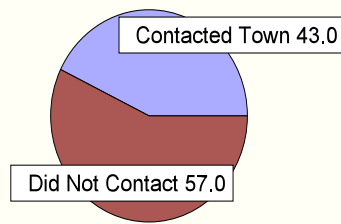
- 9.6% Poor road conditions and traffic congestion
- 5.0% High taxes

- 1.3. More respondents called the Town during 2010, an increase of 4% from 2009's numbers. Of these callers, over 90% were satisfied with the way they were treated and 75.5% reached an individual, not the voice mail system. The Police and Solid Waste Departments were contacted most often, followed by the Fire and Water Departments. See Tables 1.4 through 1.9.**

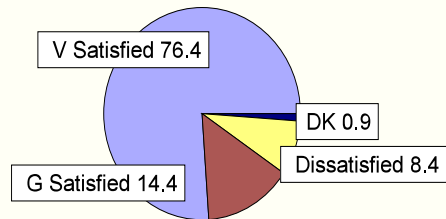
Females are more likely to call the Town.

Contact with Gilbert

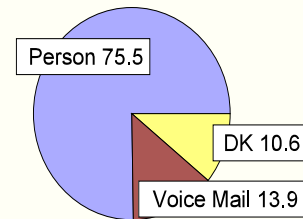
Have You Called the Town?



How Satisfied with Response?



Got Person or Voice Mail?



Numbers are percentages of respondents in top pie and percentages of callers in the bottom pies. V=Very, G=Generally, Don't Know=Don't Know.

SATISFACTION WITH GROWTH AND DEVELOPMENT

- 2.1 Over 90% of respondents say Gilbert is as good as or better than other East Valley communities in quality of development and 87% are satisfied with the way the Town has planned and developed public facilities. See Tables 2.1 and 2.2.**

A belief that Gilbert is as good or better than other East Valley communities is higher among those who have lived in Gilbert 5 years or less. Satisfaction with planning is higher among those who have lived in the Town 5 years or less and those aged 18 to 35.

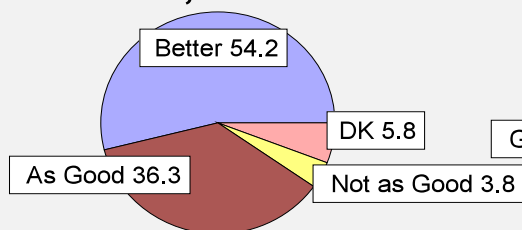
- 2.2 Over half of Gilbert respondents (53.6%) say residential quality has improved in the past few years and over eight in 10 are satisfied with commercial development in Gilbert. Closeness of everything and good planning of commercial areas are the primary reasons for satisfaction with commercial development. Among those who are dissatisfied with commercial development, the primary concern involves vacant offices and stores in Gilbert. See Tables 2.3 through 2.6.**

Feelings that Gilbert's quality of residential development has improved increase with length of residence and are more common among those with some college or a college degree. Satisfaction with commercial development is higher among females and residents of south and central Gilbert.

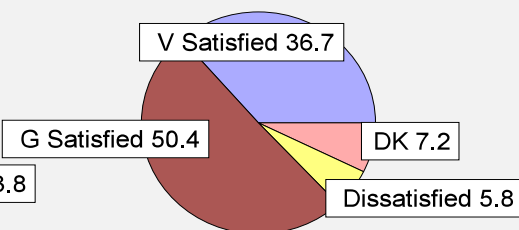
- 2.3 Over 95% of Gilbert respondents are satisfied with the neighborhood in which they live, and only 4.6% are dissatisfied. Satisfaction with neighborhoods comes from having good neighbors and living in areas that are safe, clean, quiet, and well-maintained. The few who are dissatisfied cited concerns including rentals, bad neighbors, and increasing crime. See Tables 2.7 through 2.9.**

Satisfaction with Gilbert

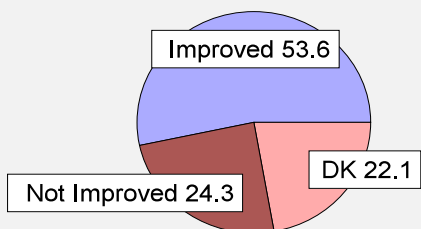
Gilbert, Other Towns



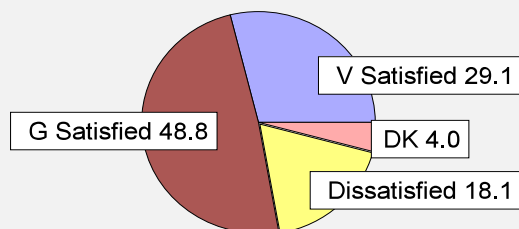
Public Facilities



Residential Quality



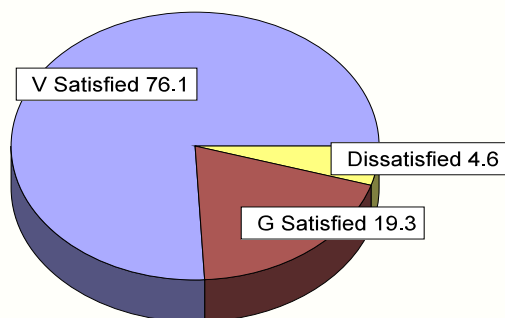
Commercial Quality



Numbers are percentages of respondents. V=Very, G=Generally, DK=Don't Know.

18.5% live in neighborhoods built within the past 5 years, 29.7% in areas built 6 to 10 years ago, and 52.8% in areas built over 10 years ago. Younger residents, those who moved to Gilbert in the past two years, those with a college or postgraduate degree and those living in south Gilbert tend to live in newer neighborhoods. See Table 2.10.

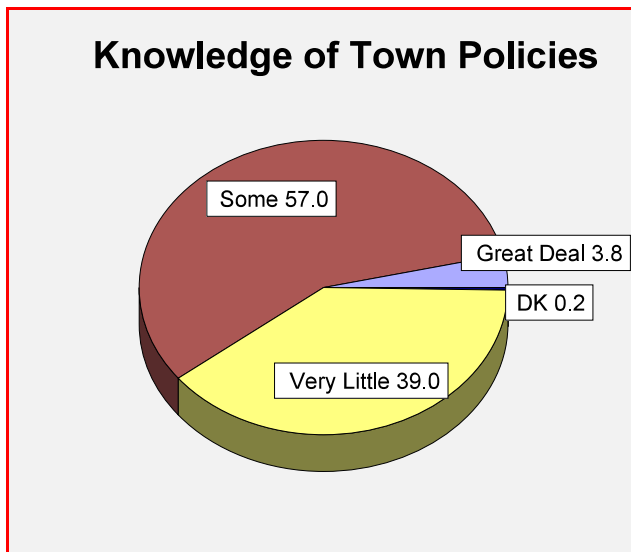
Satisfaction with Neighborhood



Numbers are percentages of respondents. V=Very, G=Generally, S=Somewhat.

INFORMATION ABOUT TOWN POLICIES AND DECISIONS

- 3.1 There is an increase in the numbers of residents who have some or a great deal of knowledge of Town decisions and policies. While only 3.8% of respondents claim to know a great deal about Town policies and decisions, 57% say they hold some knowledge of these matters. See Table 3.1.

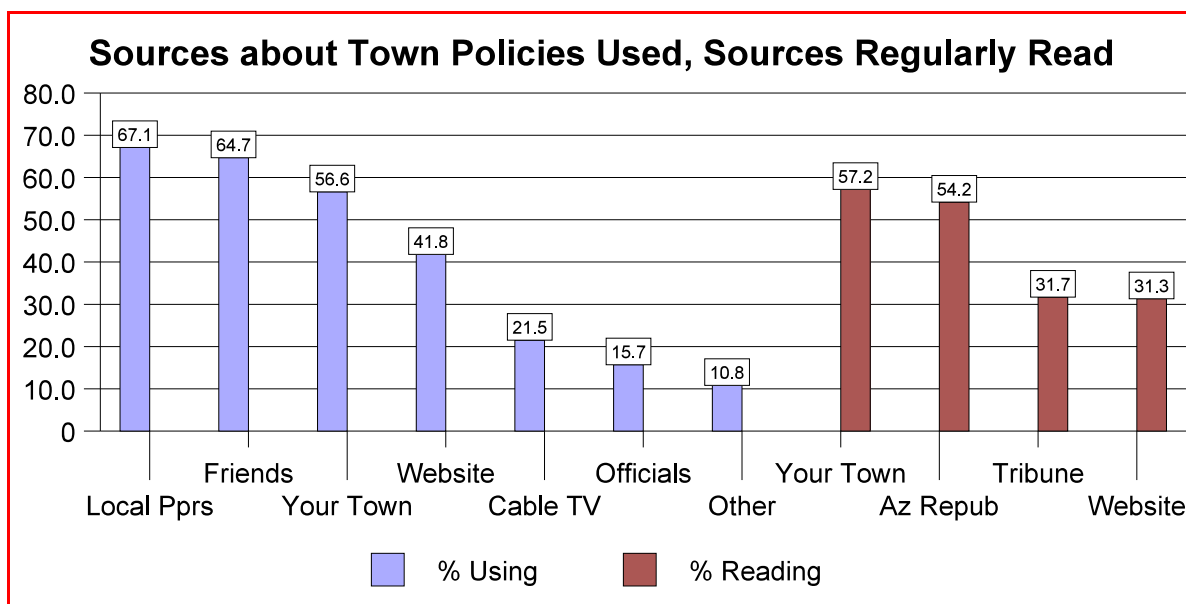


Numbers are percentages of respondents. DK=Don't Know

Table 3.2 indicates that the information respondents say would be most helpful to them include the items listed below.

- 16.9% Town intentions on planning and zoning matters
- 12.7% Budget and tax information
- 11.4% Town actions, rationales
- 8.2% Community events
- 6.2% Information on Town services
- 6.0% Plans to improve education
- 5.4% Schedule of street repairs
- 5.2% Plans for new business and economic development
- 5.2% Town meetings, agendas

- 3.2 Among several sources of information respondents use to find out about Town policies and decisions, information from friends and local newspapers are the most popular. The Town newsletter, *Your Town*, has somewhat declined as an information source. See Tables 3.3, 3.4, and 3.6.



Numbers are percentages of Gilbert respondents.

Significant group differences in source utilization are:

- **Town officials** are used more by older and unmarried respondents.
- **Friends** are a source used more by females.
- **Local newspaper usage** increases with length of residence and age.
- **Cable Channel 11** is used more by longer term and older respondents.
- **Gilbert's Website** is used more by those with three or more children, residents of 3 to 5 years, those aged 18 to 35, central Gilbert and married respondents.
- The **Arizona Republic** is read more by those who are not employed.
- The Town website is read more by those aged 18 to 35, resident 3 to 5 years, married residents, and those with three children or more.

3.3 Email surpassed *Your Town* as the most preferred source of information about Town policies and decision. Together the *Your Town* newsletter and email are chosen by nearly half the respondents. See Table 3.5.

Means of communication preferred by 5% or more are listed below:

- 24.7% Email from the Town,
- 22.9% *Your Town*,
- 13.3% Direct mail,
- 12.0% Newspapers, and
- 11.8% Town website.

3.4 Twenty-six suggestions for programming on Channel 11 were made by survey respondents. They are listed in Table 3.7. The responses given by 5% or more of all respondents to the open-ended inquiry about preferred programming for Channel 11 were:

- 8.4% Town Council meetings and news,
- 7.0% Local news and politics, and
- 5.2% Community Events, Town programs.

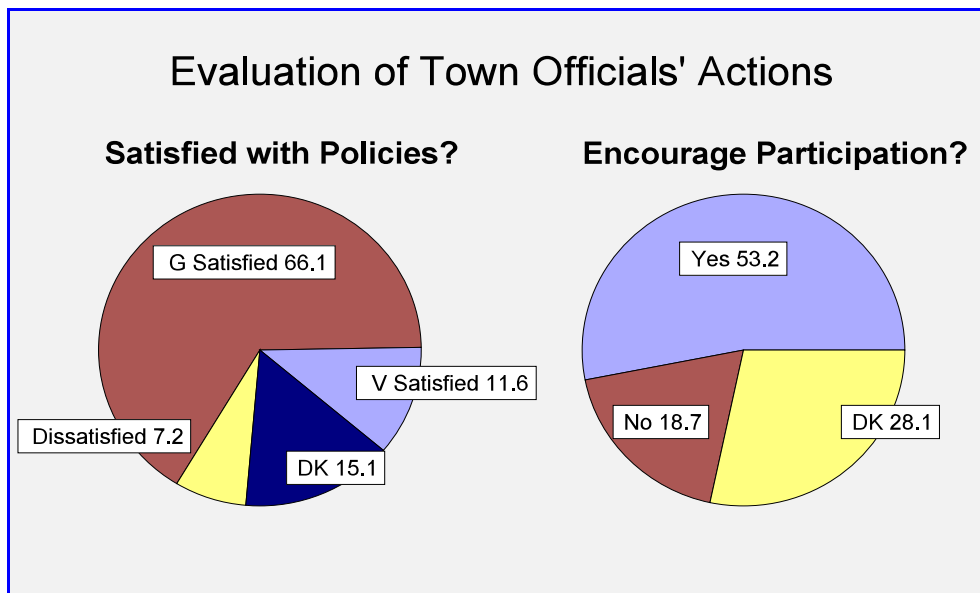
A solid majority (58.8%) either do not have cable TV or say they are not interested in local programming.

DECISION MAKING

4.1 Over three in four respondents say they are satisfied with the policy decisions made by the Mayor and Council. These figures are a 5.9% increase since last year. Satisfaction increases with length of residence in Gilbert. See Table 4.1.

The 36 who are dissatisfied give 15 different reasons for that feeling. The most common as seen in Table 4.2 is a nonspecific feeling that the Town spends too much, leading to higher taxes.

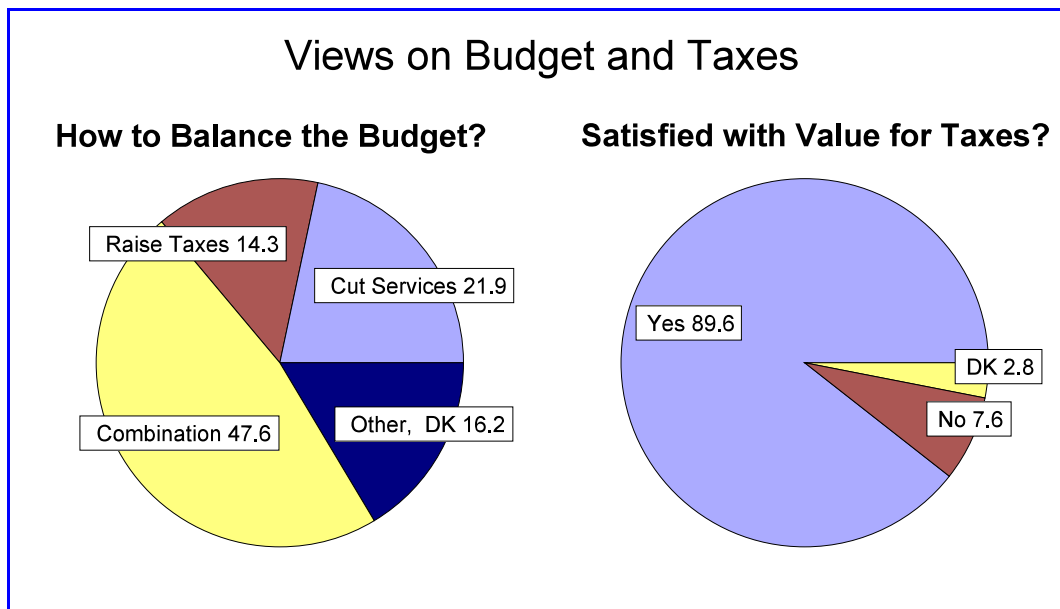
4.2 A majority of respondents (53.2%) say that Gilbert Town officials encourage citizen participation. Belief that Gilbert officials do encourage participation is very slightly lower this year. A positive view of the Town's encouraging participation increases with length of resident and the number of children at home. See Table 4.3.



Numbers are percentages of respondents. V=Very, G=Generally, DK=Don't Know.

ALLOCATION OF TAX DOLLARS

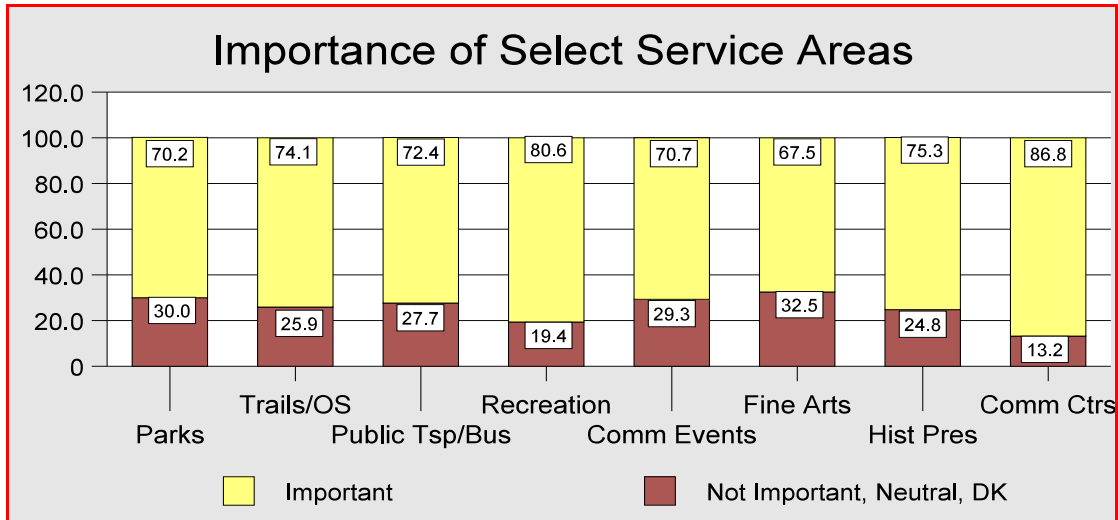
- 5.1 Nearly half (47.6%) of Gilbert respondents would balance the Town budget by combining service cuts with raises in taxes and fees rather than relying on either method alone. See Table 5.1.
- 5.2 Nearly nine in 10 Gilbert respondents are satisfied with the value they get for their tax dollars in the form of services provided by the Town. This is a 3.8% increase in satisfaction since last year. See Table 5.2.



Numbers are percentages of respondents. DK=Don't Know.

The 38 dissatisfied respondents gave 12 reasons for that opinion. The most common reasons were that taxes are too high and that the Town wastes money. See Table 5.2.

- 5.3 Even during hard economic times, Gilbert respondents still say that it is important for the Town to be involved in each of eight service areas: community and specialty parks, multipurpose trails and open space, public transportation and bus service, recreational programming, special community events, fine arts projects and programs, historical preservation, and community and educational centers. It is also true that the mean importance score has declined for each service area since last year. See Table 5.4.



The 'Very' and 'Somewhat' Important responses are combined into a general 'Important' category; the 'Somewhat Unimportant', 'Not at All Important', 'Neutral', and 'No Opinion' responses are combined into a general 'Not Important, Neutral, DK category'. Numbers may add up to more than 100.0 percent due to rounding.

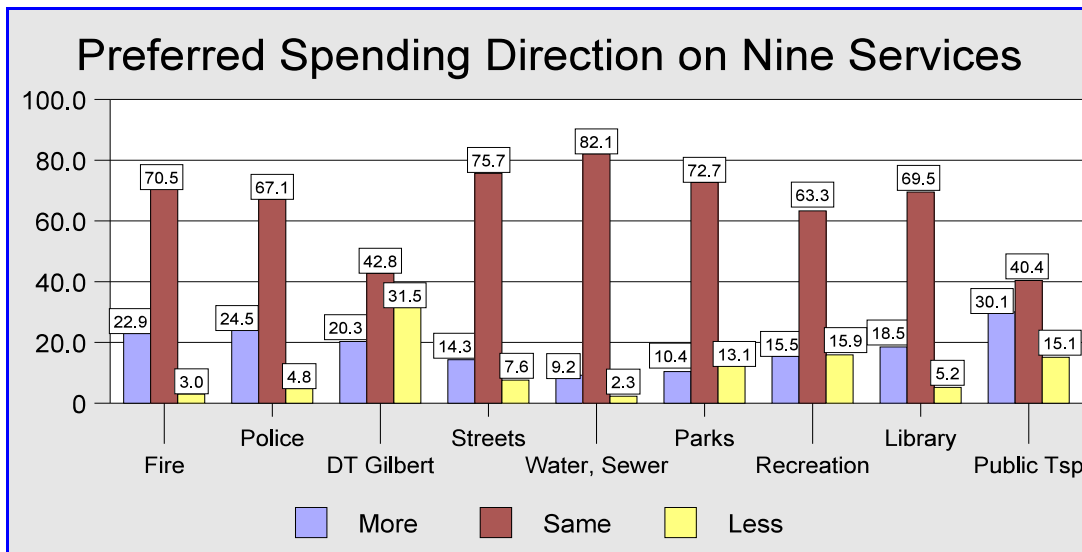
The scale used by respondents to assess the importance of these areas ran from 1=Very Important to 5=Not at All Important. Calculating the mean importance score by multiplying the number of responses for each point on the scale by the point value with the 'Don't Know' responses eliminated allows ranking each of these areas by importance from high to low (1 being the highest score to 5 the lowest) with the following result:

<u>Mean Score</u>	<u>Areas of Service Ranked by Mean Importance Score</u>
1.75	Community and Education Centers
1.87	Recreational Programming
2.06	Historical Preservation
2.08	Public Transportation / Bus Service
2.09	Multipurpose Trails and Open Space
2.22	Community and Specialty Parks
2.23	Special Community Events
2.32	Fine Arts Projects and Programs.

The importance of these programs is higher among the respondent subgroups listed below. Also see Tables 5.5 through 5.12.

- **Community and Specialty Parks:** Respondents aged 18 to 35.
- **Trails & Open Space:** New residents, those with some college or a college degree.
- **Public Transportation/Bus Service:** Females and unmarried residents.
- **Recreational Programming:** Females.
- **Community Special Events:** The employed, those resident 3 to 5 years.
- **Fine Arts:** Females, the unmarried, those aged 18 to 35.
- **Historical Preservation:** Females, those with some college or less education.
- **Recreation Centers, Riparian Preserves:** Females, non-Anglos.

- 5.4 Since last year, the percentage of respondents preferring to maintain current levels of spending on nine key public services has increased, while declining percentages want to spend more. The Police and Fire Departments get the greatest net support (the percentage for more spending minus the percentage for less spending) for more spending, while developing old Downtown Gilbert earns the least net support. See Table 5.13.



Numbers are percentages of respondents.

Tables 5.14 through 5.22 show that there were few significant group differences in willingness to spend in nine areas. Respondent groups more likely to support increased spending on services are listed below.

Police: Those resident over 5 years, those aged 18 to 50

Downtown Development: Non-Anglos, those aged 18 to 50, Northwest and central residents

Streets: South Gilbert residents

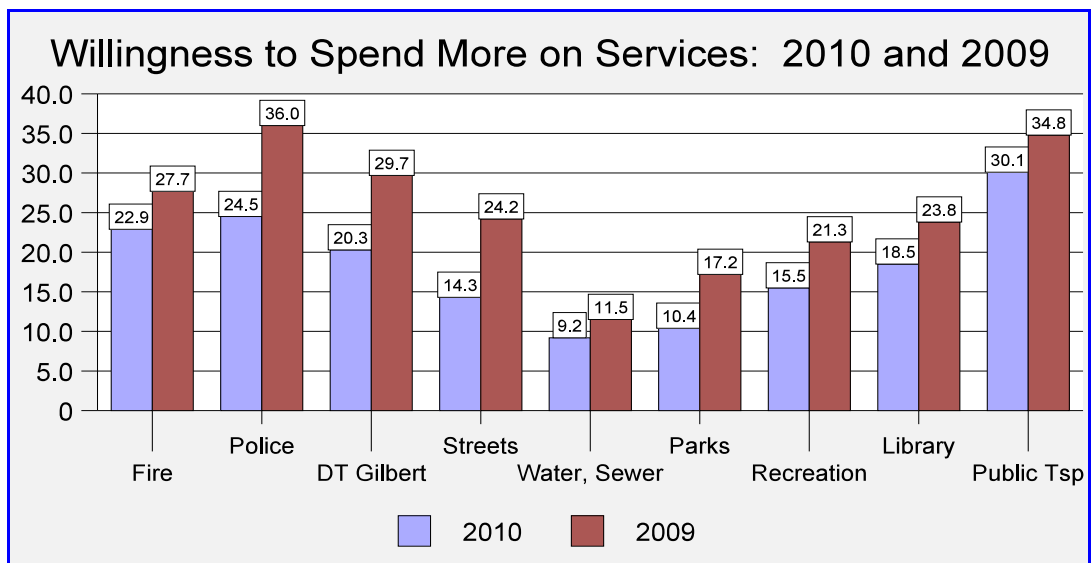
Parks: Non-Anglos, those with one or two children, the employed

Recreation: Females, non-Anglos, those with one or two children, those aged 18 to 35

Library: Those with a college or postgraduate degree

Public Transportation / Bus Service: Females, non-Anglos

- 5.5. Compared to 2009, substantially lower percentages of Gilbert respondents are willing to spend more on police, fire, downtown development, streets, parks, recreation, and public transportation and bus service.

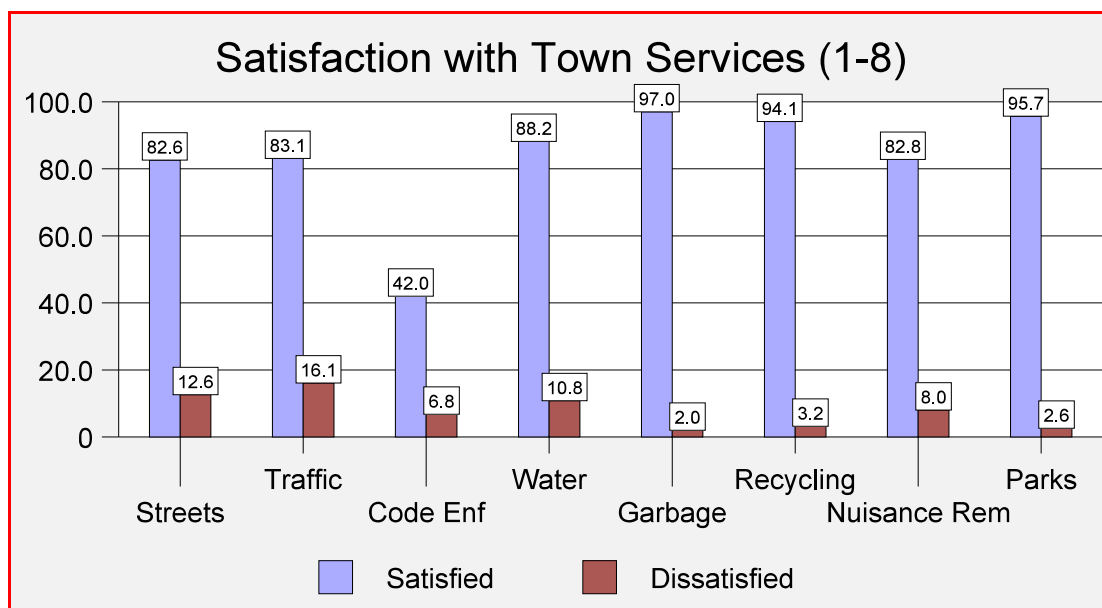


Numbers are percentages of respondents.

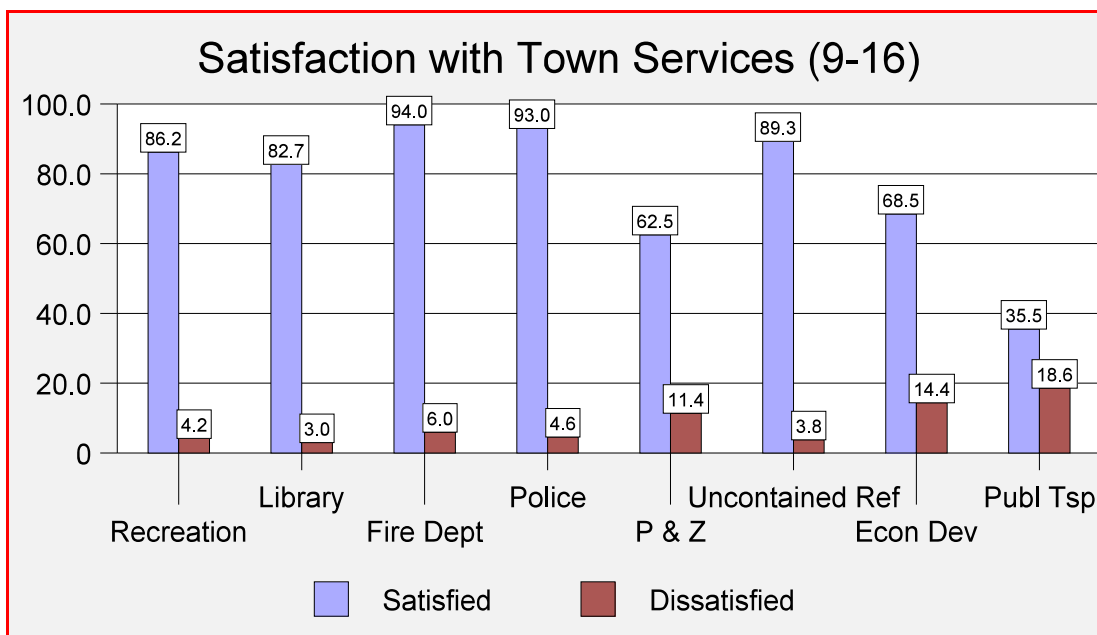
EVALUATION OF TOWN SERVICES

- 6.1** Gilbert respondents remain satisfied with the Town's provision of services despite current budget pressures. On a scale of 1 (Very Satisfied) to 4 (Very Dissatisfied), all sixteen services, were rated above the 2.5 mean point of the scale. In fact, most services show some improvement in their mean satisfaction scores. See Table 6.1.

The charts below show the 16 service areas and the percentages of respondents who were either Satisfied ('Very' and 'Generally' Satisfied combined) or Dissatisfied ('Somewhat' and 'Very' Dissatisfied combined) with each of the services. The specific data for all four points on the scale are found in the data table following the charts.



Numbers are percentages of respondents



Numbers are percentages of respondents.

Note that in the chart, the Fire Department and Garbage Collection are tied for first place and the Police Department and Uncontained Refuse Collect are tied for third place.

Questions 22a to 22p. Service Areas Ranked by Mean Satisfaction Score	Mean Score	% Very Satisfied----->% Very Dissatisfied				Don't Know
		1	2	3	4	
Garbage Collection	1.27	74.9	22.1	1.4	.6	1.0
Fire Department	1.27	69.9	24.1	.6	.0	5.4
Police Department	1.40	65.1	27.9	2.8	1.8	2.4
Uncontained Refuse Collection	1.40	60.4	28.9	2.6	1.2	7.0
Recycling Program	1.41	60.6	33.5	2.8	.4	2.8
Parks	1.42	60.6	35.1	2.0	.6	1.8
Library	1.44	51.6	31.1	2.2	.8	14.3
Recreation	1.62	38.8	47.4	3.8	.4	9.6
Nuisance Removal (Weeds, Cars, Etc.)	1.63	43.0	39.8	6.2	1.8	9.2
Water	1.69	45.8	42.4	6.8	4.0	1.0
Street Repair & Maintenance	1.77	37.8	48.4	9.8	2.8	1.2
Movement of Traffic	1.88	30.3	52.8	13.7	2.4	.8
Building Code Enforcement	1.89	15.5	36.5	4.6	2.2	41.2
Planning & Zoning	1.94	18.7	43.8	8.4	3.0	26.1
Economic Development	2.00	17.1	51.4	11.6	2.8	17.1
Public Transportation, Bus Service	2.38	6.4	29.1	10.2	8.4	46.0

Note: The Mean Satisfaction Score is the arithmetic mean of the responses with the Don't Know responses eliminated from the calculation. The mean is calculated by multiplying the number of respondents giving each answer (from 1=Very Satisfied to 4=Very Dissatisfied) by the answer's point value, adding the total number of points from the four categories, then dividing the total by the number of respondents who were able to assess the service.

There are few differences among respondent subgroups which are significant. They are detailed in Tables 6.2 through 6.17 in part 6 of Section II of this report. The distribution of responses on the scale of satisfaction are displayed in the table below.

- 6.2. When those who expressed dissatisfaction with any Town service were asked why they felt that way, 129 items of concern were offered by respondents. Of these only five items were cited by 5% or more of the respondents. See Table 6.18.**

<u>Reason</u>	<u>N</u>	<u>% of All</u>
Lack of frequent bus service	57	11.2
Need for more route, bus stops in outlying areas	38	7.6
Poor planning of development	35	7.0
inadequate nuisance removal	28	5.6
Lack of quality development, jobs	26	5.2

- 6.3 Asked to name the two services which should be the top priorities for Gilbert, survey respondents cited public safety services far more frequently than any others. Mentions of police and fire services continued to rise as the top priorities. See Table 6.19.**

Below are listed the nine services mentioned by 5% or more of respondents.

- | | |
|------------------------------------|-----------------------------|
| • 66.3% Police | • 11.2% Internet Service |
| • 51.2% Fire | • 7.4% Downtown Development |
| • 19.5% Street Repair, Maintenance | • 7.0% Library |
| • 13.3% Public Transportation | • 7.0% Emergency Services |
| • 12.5% Recreation Programs | |

- 6.4 About six in 10 Gilbert respondents have attended one or more community events during the year. Four in 10 report having participated in recreation programs at some time during the year. See Tables 6.20 and 6.21.**

The most frequently attended community events out of 23 mentioned are listed below.

- | | |
|--|-------------------------------------|
| • 39.8% Gilbert Days Events | • 5.4% Holiday Nights of Light |
| • 13.0% Fireworks, 4 th of July | • 5.4% Events at Freestone, General |
| • 8.0% Concerts in the Park | • 5.2% Halloween Event |

Recreation programs and classes (not all are Town-sponsored) among 52 mentioned which are cited by 5% or more are listed below.

- 7.4% Swimming classes
- 5.4% Soccer leagues
- 5.2% Dance classes
- 5.0% Fitness programs at recreation centers
- 5.0% Children's programs and classes

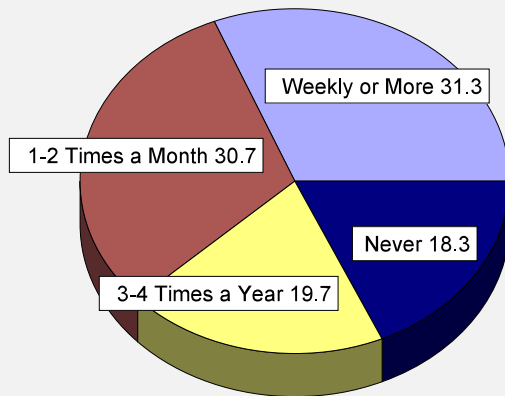
- 6.5 Over 80% of Gilbert respondents use the Town's parks or recreation facilities at some time during the year. Over three in 10 use the parks and facilities at least once a week. See Table 6.22.**

Respondents who have lived in Gilbert 3 to 5 years, those aged 50 or younger, married residents, those with children at home, and those with incomes of \$50,000 or more use the parks and recreation facilities more frequently.

Table 6.23 lists 29 parks and facilities respondents say they use. The six used by 5% or more of all respondents are listed below.

- 37.2% Freestone Park
- 14.8% Cosmo Dog Park
- 12.6% Discovery Park
- 10.2% Basins, Preserves
- 6.6% Neighborhood Facilities, Parks
- 5.0% McQueen Park

Usage of Parks or Recreation Facilities



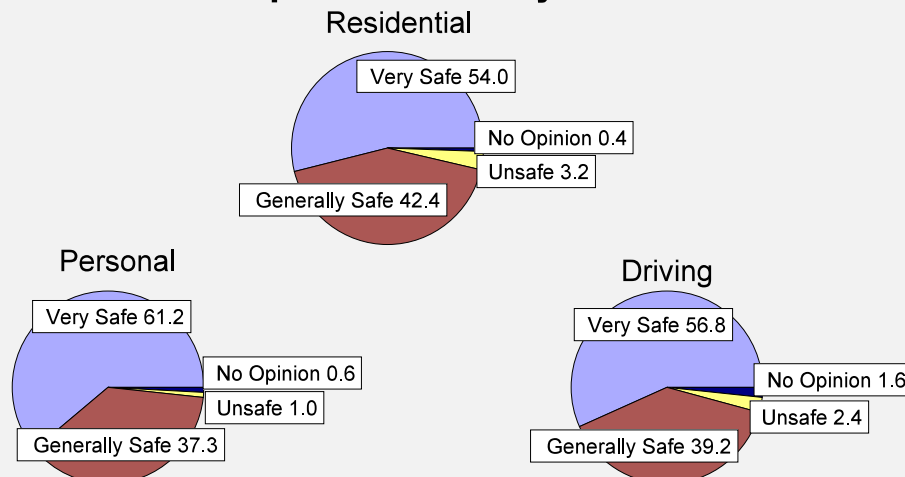
Numbers are percentages of respondents.

Table 6.24 lists the reasons given by the 189 who rarely or never use parks and recreational facilities for their non-usage. One hundred thirty-three cite personal reasons for not using the parks and facilities; 59 cite facilities related reasons. The three most common reasons are:

- 10.2% Lack of time, Too busy
- 8.2% Use own or HOA facilities
- 4.8% Age and/or health problems.

6.6 A solid 95% or more of respondents believe that they are ‘very’ or ‘generally’ safe in Gilbert in three major aspects of their lives - safety of their homes from vandalism, burglary, or theft; safety of their persons from violent crimes; and safety while driving on Gilbert streets. The belief in Gilbert’s safety has increased slightly since last year. See Table 6.25 through 6.27.

Perceptions of Safety in Gilbert



Numbers are percentages of respondents.

Non-Anglos are more likely to feel ‘very safe’ in their homes than are Anglos. Males are more likely than females to feel personally safe from violent crime. Newer residents, the married, and the employed feel safer while driving in Gilbert

GENERAL COMMENTS

Gilbert respondents believe that their Town, its government, and the services it offers are very satisfactory despite continuing economic pressures. There has been no loss of satisfaction felt with homes, neighborhoods, and commercial development. Residents still cite Gilbert's small town atmosphere, safety, and amenities as reasons for liking the Town. The number of salient criticisms of Gilbert declines each year and now only streets/traffic and taxes are mentioned by 5% or more of respondents.

The overall high satisfaction levels with residential and commercial development, and the Town's decision-making are accompanied by an increase in perceived knowledge about the Town's policies. It appears that a majority of residents have at least some knowledge of these matters and that has not diminished satisfaction. Difficult economic times are accompanied by an elevated attentiveness to Town business.

Although the economic recession was likely related to slight declines last year in satisfaction with services, as we predicted, the decline reflected the nature of the times and concerns with the future rather than the perception that there were real declines in quality of services. Satisfaction increased this year to previous levels. There is, however, another decline in willingness to spend more on services and a continued greater inclination to want to hold Town spending on most services at their current levels. Respondents have a balanced approach to budget issues, preferring a combination of service cuts and tax/fee increases to an exclusive reliance on either method of balancing the Town budget.

Finally, differences in opinion about Gilbert and Town services among the subgroups of the population remain low. Awareness and knowledge of Town decision making increases with length of residence which is expected. Utilization of recreational facilities and parks is similarly tied to younger age and number of children in a household. Overall, there appear to be few deep divisions among resident subgroups and Gilbert respondents remain satisfied with life in Gilbert and with the services the Town provides.

II. DATA COMMENTARY AND TABLES

Section II contains the aggregated responses to the survey questions in tabular format. The responses to structured questions are crosstabulated by appropriate demographic categories. The responses to open-ended questions are tabulated and listed in order of frequency. Where there is statistical significance in the differences percentage responses between or among the demographic subgroups, that is indicated by asterisks. A single asterisk (*) indicates that differences among demographic subgroups (males v. females, etc.) are statistically significant at the .05 level; a double asterisk (**) means that such differences are significant at the .01 level; and a triple asterisk (***) at the .001 level. A narrative on the results for the each question and significant subgroup differences precedes each set of tables. The results are found in the following subsections:

- (1) General Satisfaction: Questions 2-5, responses displayed in Tables 1.1 through 1.9;
- (2) Satisfaction with Development and Neighborhood: Questions 6-10, responses in Tables 2.1 through Table 2.10;
- (3) Level of Knowledge and Sources of Information about Town Policies and Decisions: Questions 11-16 with responses in Tables 3.1 through 3.7;
- (4) Decision Making: Questions 17-18, displayed in Tables 4.1 through 4.3;
- (5) Preferred Allocation of Tax Dollars, Questions 18-21, and 24), in Tables 5.1 through 5.22; and
- (6) Evaluation of Town Services (Questions 22-23 and 25-30), in Tables 6.1 through 6.27.

1. General Satisfaction

We first asked 502 Gilbert respondents about their satisfaction with living in Gilbert, the things they most liked and disliked about living in the town, and incidence of contacting a Town department or official. Those who had called the Town were asked if they had been connected with an individual or the voice mail system; if they had received a call back in a reasonable period of time; how satisfied they were with the way they were treated when they called; and their reasons for any expressed dissatisfaction.

General Satisfaction

Data in Table 1.1 indicates that among Gilbert's respondents,

- 73.1% are very satisfied with living in Gilbert,
- 24.9% are generally satisfied,
- 1.4% are somewhat dissatisfied, and
- .6% are very dissatisfied.

Intensity of satisfaction with life in Gilbert is slightly higher than it was last year, notably among those aged 18 to 35 and married respondents.

Positive Aspects of Living in Gilbert

When respondents were asked what they liked about living in Gilbert, they offered 729 responses which are grouped in Table 1.2 into 32 categories. The quiet, small-town atmosphere remains the most liked quality of the Town and by a higher percentage than last year (32.7% compared to 19.0% in 2009). Gilbert's friendly people rose to the second most often mentioned Town quality, followed by the Town's safety, and clean, new character. Those features mentioned by 5% or more of the respondents are listed below.

- 32.7% Quiet, small town atmosphere
- 16.1% Nice, friendly people and good community feeling
- 15.8% Safety as a place to live
- 13.0% Clean, new town
- 10.0% Family-oriented Town
- 9.6% Good shopping
- 8.0% Good amenities nearby
- 5.0% Good house and neighborhood
- 5.0% Good parks and recreational facilities
- 5.0% Good public schools

Only six respondents "like nothing" about living in Gilbert, and six had "no opinion."

Negative Aspects of Living in Gilbert

Table 1.3 lists the 326 items grouped into 59 categories of reasons given for disliking living in Gilbert and/or suggestions for improvement. One hundred fifty-three respondents (30.5%) said there is nothing they

dislike about living in Gilbert and 57 had “no opinion. Two items were cited by 5% or more of Gilbert respondents as things they dislike about living in the Town.

- 9.6% Poor road conditions and traffic congestion
- 5.0% High taxes

Concerns about Town services were mentioned by one in five respondents when we grouped individual items into five areas: Town services, growth and development, streets and traffic, political issues, and location problems. These areas were cited by the percentages listed below.

- 20.5% Town services
- 15.7% Growth and commercial development issues
- 14.7% Roads, streets, traffic
- 10.0% Political issues
- 4.0% Location problems

While Town service issues were mentioned by significantly more respondents (20.5% compared to 11.2% in 2009), the concerns were very dispersed with no large focal point of discontent.

Contact with Town Hall

A greater percentage of respondents contacted the Town in 2010 than had done in 2009. We asked how many had made contact, which offices and officials were contacted, experience with the voice mail system, and the how satisfied they were with the response they received from the Town. Table 1.4 shows,

- 43.0% had called the Town, and
- 57.0% had not.

Respondents aged 36 to 50, males, Anglos and those with three or more children are more likely to have called the Town.

Table 1.5 lists the 22 departments, officials, and groups contacted by any of the 216 respondents who had called the Town. The Solid Waste Department was called most frequently (by 13.3%); the Police Department was the second most frequently called (by 11.0%), the Water Department was in third place (called by 7.0%), and the Streets Departments in fourth place with 4.8%.

The 216 respondents who contacted the Town were asked whether or not they had talked to an individual or had been connected to the voice mail system when they called. Table 1.6 shows only a slight drop in the percentage who talked directly to an individual (75.5% compared to 79.2% in 2009).

- 75.5% Talked to an individual
- 13.9% Were connected to voice mail
- 10.6% Couldn't remember.

Of the 30 who were connected to voice mail, 24 got a call back within a reasonable period of time, and just

six claimed their calls were not returned promptly.

Among those who called the Town, Table 1.8 shows that

- 76.4% were very satisfied with the way they were treated,
- 14.4% were generally satisfied,
- 4.2% were somewhat dissatisfied,
- 4.2% were very dissatisfied, and
- .9% couldn't say.

Satisfaction with interaction with Town officials has risen slightly since last year to over 90% of callers to the Town. Table 1.9 shows that among the 18 who were not satisfied, six claimed their call was not returned and five said their problem was not resolved.

Table 1.1. General Satisfaction with Living in Gilbert (%)

Question 2. Overall, how satisfied are you with living in Gilbert?

		N	Very Satisfied	Generally Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
Gilbert	2010	502	73.1	24.9	1.4	.6	
	2009	600	68.8	28.5	2.0	.3	.3
	2008	600	70.7	25.9	2.5	.7	.2
	2007	602	66.9	28.9	3.0	1.2	.0
	2006	600	72.0	26.3	.8	.7	.2
Area	North-West	214	71.5	26.2	1.9	.5	
	Central	168	75.0	23.8	.6	.6	
	South	118	72.9	24.6	1.7	.8	
Length Resid	2 Yrs or Less	56	89.3	8.9	1.8		
	3 to 5 Yrs	187	73.3	25.7	1.1		
	Over 5 Yrs	259	69.5	27.8	1.5	1.2	
*Age Group	18 to 35	112	76.8	19.6	3.6		
	36 to 50	183	70.5	29.5			
	51 Plus	186	73.1	24.2	1.1	1.6	
Sex	Male	239	71.1	27.2	1.3	.4	
	Female	263	74.9	22.8	1.5	.8	
**Married?	Married	336	75.3	24.4		.3	
	Not Married	160	70.0	25.0	3.8	1.3	
Children < 19	None	260	69.2	28.1	1.5	1.2	
	One	63	84.1	12.7	3.2		
	Two	100	73.0	26.0	1.0		
	Three or More	76	78.9	21.1			
Race	Anglo-White	432	75.0	23.1	1.4	.5	
	Not Anglo	64	62.5	35.9	1.6		
Education	HS or Less	39	64.1	30.8	2.6	2.6	
	Some Coll-Voc	123	76.4	22.0	.8	.8	
	College Grad	198	70.7	27.3	2.0		
	Postgrad Deg	137	77.4	21.9		.7	
Employed?	Employed	311	73.3	24.8	1.3	.6	
	Not Employed	186	72.6	25.3	1.6	.5	
Income	Under \$50,000	106	73.6	22.6	2.8	.9	
	\$50,000-\$99,999	174	72.4	26.4	.6	.6	
	\$100,000 Plus	149	77.9	21.5	.7		

Table 1.2. Reasons for Liking Living in Gilbert (%)

Question 3. What do you like most about living in Gilbert?

Things Liked about Living in Gilbert	N	%
Quiet, Nice, Small Town Atmosphere	164	32.7
Friendly People	81	16.1
Safe Place to Live	79	15.8
Clean, New Town	65	13.0
Family-Oriented Town	50	10.0
Good Shopping Opportunities	48	9.6
Good Amenities Nearby	40	8.0
My House and Neighborhood	25	5.0
Good Parks and Recreational Facilities	25	5.0
Good Public Schools	25	5.0
Good Location, Easy Access to Job & Freeways	23	4.6
Good Town Services	19	3.8
Rural Areas, Open Space, Green	10	2.0
My Family Lives Here	9	1.8
Good Climate	8	1.6
Good Growth Management	6	1.2
Good Public Safety Services	6	1.2
Good Restaurants, Entertainment	6	1.2
Good Streets and Traffic	6	1.2
Everything	5	1.0
Good Garbage, Bulky Pick Ups, Good Recycling	5	1.0
Gilbert Is an Upscale Town	5	1.0
Renewal of Old Downtown Gilbert	3	.6
Affordable Housing, Low Cost of Living	3	.6
My Church Is In Gilbert	3	.6
Limited Commercial Development	2	.4
We Have Horse Property	2	.4
People Like Me Live Here	2	.4
Low Taxes	1	.2
Diverse Population	1	.2
Good Community Events	1	.2
It Isn't Mesa	1	.2
Nothing to Like	6	1.2
No Opinion	7	1.4

Note: Responses may not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondent.

Table 1.3. Reasons for Not Liking Living in Gilbert (%)

Question 4. Are there things you dislike about living in Gilbert? In other words, what changes or improvements would make Gilbert a better place to live?

Dislikes / Needed Improvements	N	%
Poor Roads, Congested Traffic, Changes in Number of Lanes	48	9.6
High Taxes	25	5.0
Need for More, Better Trained Police	20	4.0
Rapid Growth	19	3.8
Lack of Economic Development for Jobs, Tax Revenue	18	3.6
Constant Road Construction	16	3.2
Poor Schools, Lack of Educational Resources	14	2.8
Poor Public Transportation	13	2.6
Lack of Parks, Recreation Facilities, Trails, Bike Paths	11	2.2
Lack of Good Restaurants	10	2.0
Poor Political Leadership	9	1.8
Lack of Arts Programs	7	1.4
Limited Shopping Opportunities	7	1.4
Poor Garbage Service	7	1.4
Lack of Entertainment, Cultural Facilities	6	1.2
Poor Traffic Signal Coordination	6	1.2
Conservatism of Town	5	1.0
Bad Location - Far from Phoenix, Other Areas	4	.8
Need for More Locally Owned Businesses	4	.8
Need More Community Events, Fireworks	4	.8
Increased Crime, Drugs, Postal Theft	4	.8
Hot Climate. Lack of Shade	4	.8
Animal Smells	3	.6
Lack of Cultural Diversity	3	.6
Lack of Development of Old Downtown Gilbert	3	.6
High Cost of Utilities	3	.6
Intrusion of Religion into Politics	3	.6
Allowing New Mormon Temple Despite the Code	3	.6
Lack of Services for the Disabled	3	.6
Train Noises	3	.6
Bad Tasting, Smelly Water	3	.6
Field of Dreams Waste of Money	2	.4
High Residential Density	2	.4
Lack of Good Planning, Zoning	2	.4
High House Prices and Cost of Living	2	.4
Poor Street Lighting	2	.4
Strict Regulations Like Sign Code Discourage Business	2	.4
House Values Have Declined	2	.4
Poor Postal Service	2	.4
Poor Town Services and Lack of Response to Problems	2	.4
Town Council Land Purchase at a High Price	2	.4

Table 1.3. Reasons for Not Liking Living in Gilbert (%), Continued

Question 4. Are there things you dislike about living in Gilbert? In other words, what changes or improvements would make Gilbert a better place to live?

Dislikes / Needed Improvements	N	%
Need Access Channel for the Town Council	1	.2
Lack of Support for Boy Scouts and Girl Scouts	1	.2
Poor Cable Service from Cox	1	.2
Cookie Cutter Developments	1	.2
Dislikes Diversity of Population	1	.2
Poor Code Enforcement	1	.2
Fluoride Should Not Be Added to the Water	1	.2
Need More Green Pickups	1	.2
Imposition of Group Homes in the Neighborhood	1	.2
HOA Restrictions	1	.2
Lack of Services for Low Income Families	1	.2
Need Public Compost Bins	1	.2
Roadways Not Landscaped or Maintained	1	.2
Need More Seating at San Tan Mall	1	.2
Poor Senior Center Services	1	.2
Speeders Not Cited by Police	1	.2
More Trial Crossings at Major Roads	1	.2
Unfriendly People	1	.2
Nothing to Dislike in Gilbert	153	30.5
No Opinion	57	11.4

Note: Responses may not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondent.

Table 1.4. Incidence of Contacting Town Hall or Other Department/Official (%)

Question 5a. In the past year, have you contacted any Town department or Town official for any reason?

		N	Yes	No
Gilbert	2010	502	43.0	57.0
	2009	600	38.5	61.5
	2008	600	42.1	57.9
	2007	602	41.7	58.3
	2006	600	39.3	60.7
Area	North-West	214	48.1	51.9
	Central	168	42.3	57.7
	South	118	35.6	64.4
Length Resid	2 Yrs or Less	56	42.9	57.1
	3 to 5 Yrs	187	48.1	51.9
	Over 5 Yrs	259	39.4	60.6
*Age Group	18 to 35	112	34.8	65.2
	36 to 50	183	50.8	49.2
	51 Plus	186	40.9	59.1
*Sex	Male	239	47.3	52.7
	Female	263	39.2	60.8
Married?	Married	336	44.9	55.1
	Not Married	160	40.6	59.4
**Children < 19	None	260	38.1	61.9
	One	63	44.4	55.6
	Two	100	44.0	56.0
	Three or More	76	59.2	40.8
**Race	Anglo-White	432	45.4	54.6
	Not Anglo	64	29.7	70.3
Education	HS or Less	39	46.2	53.8
	Some Coll-Voc	123	42.3	57.7
	College Grad	198	41.4	58.6
	Postgrad Deg	137	45.3	54.7
Employed?	Employed	311	43.1	56.9
	Not Employed	186	42.5	57.5
Income	Under \$50,000	106	37.7	62.3
	\$50,000-\$99,999	174	47.1	52.9
	\$100,000 Plus	149	46.3	53.7

Table 1.5. Town Departments or Officials Contacted in Past Year (%)

Question 5b. Which department or official did you contact? [Total Callers = 216]

Department or Official Contacted	N	% of Those Calling	% of All Respondents
Garbage, Sanitation	67	31.0	13.3
Police Department	55	25.5	11.0
Water Department	35	16.2	7.0
Streets, Street Lighting	24	11.1	4.8
Fire Department, EMT, 911	20	9.3	4.0
Utilities	16	7.4	3.2
Planning and Zoning	8	3.7	1.6
Public Works	7	3.2	1.4
Sewer Department	7	3.2	1.4
Parks	6	2.8	1.2
Mayor, Council Member	4	1.9	.8
Code Enforcement	4	1.9	.8
Recreation	3	1.4	.6
Recycling	3	1.4	.6
Town Hall	3	1.4	.6
City Court	2	.9	.4
Health Department - Insect Control	2	.9	.4
Neighborhood Services	2	.9	.4
School Board	2	.9	.4
Traffic Signals, Control	2	.9	.4
Building Permits	1	.4	.2
Library	1	.4	.2
Unsure	1	.4	.2

Note: Responses do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents.

Table 1.6. Incidence of Connection to an Individual or Voice Mail (%)

Question 5c. When you called a Town official or department with a question or concern, were you connected to an individual or to the voice mail system? [Total Callers = 216]

		N	Individual	Voice Mail	Don't Know
Gilbert	2010	216	75.5	13.9	10.6
	2009	231	79.2	13.9	6.9
	2008	252	79.0	16.3	4.8
	2007	251	74.7	17.7	7.6
	2006	236	83.9	11.4	4.7
Area	North-West	103	70.9	17.5	11.7
	Central	71	78.9	11.3	9.9
	South	42	81.0	9.5	9.5
Length Resid	2 Yrs or Less	24	75.0	12.5	12.5
	3 to 5 Yrs	90	74.4	15.6	10.0
	Over 5 Yrs	102	76.5	12.7	10.8
Age Group	18 to 35	39	79.5	15.4	5.1
	36 to 50	93	67.7	18.3	14.0
	51 Plus	76	80.3	9.2	10.5
Sex	Male	113	77.9	13.3	8.8
	Female	116	72.8	14.6	12.6
Married?	Married	151	74.2	13.9	11.9
	Not Married	65	78.5	13.8	7.7
Children < 19	None	99	76.8	12.1	11.1
	One	28	85.7	7.1	7.1
	Two	44	70.5	20.5	9.1
	Three or More	45	71.1	15.6	13.3
Race	Anglo-White	196	76.0	13.3	10.7
	Not Anglo	19	73.7	15.8	10.5
Education	HS or Less	18	83.3		16.7
	Some Coll-Voc	52	75.0	9.6	15.4
	College Grad	82	74.4	18.3	7.3
	Postgrad Deg	62	74.2	16.1	9.7
Employed?	Employed	134	74.6	15.7	9.7
	Not Employed	79	75.9	11.4	12.7
Income	Under \$50,000	40	77.5	10.0	12.5
	\$50,000-\$99,999	82	74.4	14.6	11.0
	\$100,000 Plus	69	75.4	14.5	10.1

Table 1.7. Experience of Receiving a Call Back from the Town in a Reasonable Period of Time (%)

Question 5d. Did you receive a call back from the Town official or department in a reasonable period of time? [Total who were connected to the voice mail system = 30]

Response	N	% of Those Connected to Voice Mail	% of All Respondents
Yes, Received Call Back in Reasonable Time	24	80.0	4.8
No, Did Not Receive Prompt Call Back	5	16.7	1.0
Can't Remember	1	3.3	.2

Table 1.8. Satisfaction with Treatment When Calling the Town (%)

Question 5e. As a customer of the Town's services, how satisfied are you with the way you are treated when you call a Town office with a question or concern? [Total callers = 216]

		N	Very Satisfied	Generally Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
Gilbert	2010	216	76.4	14.4	4.2	4.2	.9
	2009	231	70.6	18.2	6.1	3.9	1.3
	2008	252	66.7	23.0	4.4	5.2	.8
	2007	251	67.1	18.1	8.4	6.0	.4
	2006	236	68.6	22.0	5.9	2.5	.8
Area	North-West	103	69.9	17.5	4.9	7.8	
	Central	71	83.1	11.3	2.8	1.4	1.4
	South	42	81.0	11.9	4.8		2.4
Length Resid	2 Yrs or Less	24	87.5	8.3			4.2
	3 to 5 Yrs	90	70.0	16.7	6.7	6.7	
	Over 5 Yrs	102	79.4	13.7	2.9	2.9	1.0
Age Group	18 to 35	39	79.5	10.3	2.6	5.1	2.6
	36 to 50	93	69.9	22.6	4.3	2.2	1.1
	51 Plus	76	82.9	7.9	3.9	5.3	
Sex	Male	113	76.1	15.0	2.7	4.4	1.8
	Female	116	76.7	13.6	5.8	3.9	
Married?	Married	151	76.2	15.9	3.3	4.6	
	Not Married	65	76.9	10.8	6.2	3.1	3.1
Children < 19	None	99	77.8	9.1	5.1	6.1	2.0
	One	28	60.7	32.1	3.6	3.6	
	Two	44	81.8	13.6	2.3	2.3	
	Three or More	45	77.8	15.6	4.4	2.2	
Race	Anglo-White	196	76.5	15.3	4.1	3.1	1.0
	Not Anglo	19	78.9	5.3		15.8	
Education	HS or Less	18	77.8	11.1	5.6		5.6
	Some Coll-Voc	52	73.1	23.1	1.9	1.9	
	College Grad	82	72.0	15.9	4.9	6.1	1.2
	Postgrad Deg	62	83.9	6.5	4.8	4.8	
Employed?	Employed	134	73.9	17.2	4.5	3.7	.7
	Not Employed	79	79.7	10.1	3.8	5.1	1.3
Income	Under \$50,000	40	75.0	12.5	10.0	2.5	
	\$50,000-\$99,999	82	75.6	15.9	4.9	3.7	
	\$100,000 Plus	69	75.4	14.5	1.4	5.8	2.9

Table 1.9. Reasons for Dissatisfaction with Way Treated When Call the Town.

Question 5f. Please tell me why you are not satisfied with the way you are treated. [Total dissatisfied = 18]

Reason Dissatisfied	N	% of Dissatisfied	% of All Respondents
Call Was Not Returned	6	33.3	1.2
Problem Not Resolved to Resident's Satisfaction	5	27.8	1.0
Town Staff Who Answered Was Rude	4	22.2	.8
Slow Response	1	5.6	.2
Got the Run Around from Staff	1	5.6	.2
Water Cut Off without Warning	1	5.6	.2

2. Satisfaction with Growth and Development

Growth and development issues in Gilbert occur in a continuing economic environment of recession, declining revenues, and foreclosures. We asked respondents about the quality of development in Gilbert compared to that in other East Valley communities; satisfaction with the Town's planning and development of public facilities; satisfaction with the quality of residential development, commercial development, and their own neighborhood; and reasons for both satisfaction and dissatisfaction with commercial development and neighborhoods.

Satisfaction with Quality of Development and Planning Public Facilities

Table 2.1 shows that

- 54.2% say Gilbert is better than other East Valley communities in quality of development,
- 36.3% say it is as good as others,
- 3.8% say it is not as good, and
- 5.8% have no opinion.

The responses show an increase in satisfaction with Gilbert's quality of development. Belief that Gilbert's quality of development is better than other East Valley towns is higher among respondents who have lived in the Town for five years or less.

The next question asked how satisfied respondents were with the Town's planning and development of public facilities. As seen in Table 2.2,

- 36.7% are very satisfied with Town planning,
- 50.4% are generally satisfied,
- 4.2% are somewhat dissatisfied,
- 1.6% are very dissatisfied, and
- 7.2% don't know.

Satisfaction levels are relatively unchanged since last year and are higher among those aged 18 to 35 and those resident five years or less.

Satisfaction with Residential and Commercial Development

Views on improvements in the quality of new residential developments have improved over the past few years and have changed little since last year. As seen in Table 2.3,

- 53.6% see improvement in residential quality,
- 24.3% see no improvement, and
- 22.1% don't know.

Respondents who have lived in Gilbert three years or more and those with some college or a college degree are more likely to have either a more positive view of residential quality.

When asked about their satisfaction with commercial development, as seen in Table 2.4,

- 29.1% are very satisfied with the commercial development in Gilbert,
- 48.8% are generally satisfied,
- 15.9% are somewhat dissatisfied,
- 2.2% are very dissatisfied, and
- 4.0% have no opinion.

Satisfaction has declined very slightly over the past year. Respondents living in south and central Gilbert and females are more positive about Gilbert's commercial development.

We asked the 391 who were satisfied with commercial development and the 91 who were not for the reasons for their views. The 21 positive and 17 negative response items are displayed in Tables 2.5 and 2.6. Reasons for satisfaction cited by 5% or more of all respondents were good shopping (26.3%), the closeness of everything (23.8%), and good planning of commercial areas (19.2%). The one reason for dissatisfaction offered by 5% or more was the large number of vacant stores and office buildings (7.0%).

Neighborhoods

Satisfaction with Gilbert neighborhoods increased in 2010. As seen in Table 2.7.

- 76.1% are very satisfied with the neighborhood in which they live,
- 19.3% are generally satisfied,
- 3.8% are somewhat dissatisfied, and
- .8% are very dissatisfied.

Thirty-three reasons were offered by the 479 who are satisfied with their neighborhood. As Table 2.8 shows, among all respondents

- 16.3% say they have good neighbors,
- 10.0% point to the quiet and niceness of the neighborhoods,
- 12.9% like the safety of their neighborhood,
- 8.6% like the fact that neighbors and the HOA maintain their properties well, and
- 7.0% say the neighborhood is clean and new.

Among the 30 respondents who were dissatisfied, as seen in Table 2.9, the leading concerns were too many rentals (4), bad neighbors (3), and an increase in crime (3).

Table 2.10 shows that,

- 2.2% live in neighborhoods built 2 years ago or less,
- 12.2% live in areas built 3 to 5 years ago,
- 29.7% have homes built 6 to 10 years ago,
- 28.5% live in neighborhoods built 11 to 16 years ago,
- 24.3% have homes built over 16 years ago, and
- 3.2% don't know when their home was built.

Respondents aged 18 to 35, resident in Gilbert five years or less, those living on the south side of Gilbert, and those with a college or postgraduate education tend to live in newer neighborhoods.

Table 2.1. Perceived Quality of Gilbert's Development Compared to Other Communities (%)

Question 6. How would you rate the Town of Gilbert in comparison to other East Valley Communities in terms of quality of development? Would you say it is better than, as good as, or not as good as other communities?

		N	Better	As Good	Not As Good	Don't Know
Gilbert	2010	502	54.2	36.3	3.8	5.8
	2009	600	51.3	39.0	3.3	6.3
	2008	600	56.0	35.1	4.2	4.7
	2007	602	49.5	41.5	4.2	4.8
	2006	600	49.0	39.3	2.7	9.0
Area	North-West	214	54.2	35.0	4.2	6.5
	Central	168	53.6	38.1	3.0	5.4
	South	118	55.9	34.7	4.2	5.1
*Length Resid	2 Yrs or Less	56	60.7	39.3		
	3 to 5 Yrs	187	56.1	37.4	2.1	4.3
	Over 5 Yrs	259	51.4	34.7	5.8	8.1
Age Group	18 to 35	112	58.0	34.8	3.6	3.6
	36 to 50	183	51.4	41.0	3.8	3.8
	51 Plus	186	53.8	33.3	3.8	9.1
Sex	Male	239	52.7	35.6	3.8	7.9
	Female	263	55.5	36.9	3.8	3.8
Married?	Married	336	53.0	37.5	4.2	5.4
	Not Married	160	56.3	34.4	3.1	6.3
Children < 19	None	260	52.7	34.6	4.6	8.1
	One	63	63.5	33.3	3.2	
	Two	100	53.0	39.0	4.0	4.0
	Three or More	76	52.6	42.1	1.3	3.9
Race	Anglo-White	432	54.2	36.1	3.7	6.0
	Not Anglo	64	53.1	37.5	4.7	4.7
Education	HS or Less	39	64.1	28.2	2.6	5.1
	Some Coll-Voc	123	53.7	39.0	1.6	5.7
	College Grad	198	53.5	36.9	6.1	3.5
	Postgrad Deg	137	51.8	35.8	2.9	9.5
Employed?	Employed	311	55.0	37.0	3.2	4.8
	Not Employed	186	52.7	35.5	4.8	7.0
Income	Under \$50,000	106	60.4	31.1	3.8	4.7
	\$50,000-\$99,999	174	51.1	37.9	2.9	8.0
	\$100,000 Plus	149	53.0	38.9	4.7	3.4

Table 2.2. Satisfaction with Town Planning and Improvement of Public Facilities (%)

Question 7. How satisfied are you with the Town's planning and development of public facilities in Gilbert?

		N	Very Satisfied	Generally Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
Gilbert	2010	502	36.7	50.4	4.2	1.6	7.2
	2009	600	37.5	48.8	5.8	1.2	6.7
	2008	600	42.3	46.5	5.0	.7	5.5
	2007	602	37.4	49.8	5.3	3.0	4.5
	2006	600	42.0	45.8	5.0	1.5	5.7
Area	North-West	214	32.2	51.4	4.2	1.9	10.3
	Central	168	36.9	51.8	5.4	1.2	4.8
	South	118	44.1	47.5	2.5	1.7	4.2
*Length Resid	2 Yrs or Less	56	50.0	39.3			10.7
	3 to 5 Yrs	187	35.3	56.1	3.7	1.1	3.7
	Over 5 Yrs	259	34.7	48.6	5.4	2.3	8.9
***Age Group	18 to 35	112	47.3	42.9	1.8		8.0
	36 to 50	183	29.5	61.7	4.4	.5	3.8
	51 Plus	186	38.2	45.7	4.8	3.8	7.5
Sex	Male	239	40.2	46.9	4.2	1.7	7.1
	Female	263	33.5	53.6	4.2	1.5	7.2
Married?	Married	336	36.3	51.8	4.8	1.8	5.4
	Not Married	160	38.1	48.1	3.1	1.3	9.4
Children < 19	None	260	34.6	49.6	4.2	3.1	8.5
	One	63	42.9	47.6	4.8		4.8
	Two	100	43.0	51.0	3.0		3.0
	Three or More	76	31.6	56.6	3.9		7.9
Race	Anglo-White	432	37.0	49.3	4.6	1.6	7.4
	Not Anglo	64	35.9	57.8	1.6		4.7
Education	HS or Less	39	35.9	46.2	7.7	2.6	7.7
	Some Coll-Voc	123	33.3	56.9	2.4	.8	6.5
	College Grad	198	36.4	50.0	4.5	2.0	7.1
	Postgrad Deg	137	40.9	46.0	4.4	1.5	7.3
Employed?	Employed	311	38.6	50.5	2.9	1.3	6.8
	Not Employed	186	32.8	50.5	6.5	2.2	8.1
Income	Under \$50,000	106	34.9	50.0	3.8	.9	10.4
	\$50,000-\$99,999	174	35.1	54.6	5.7	1.7	2.9
	\$100,000 Plus	149	40.3	49.7	2.0	2.0	6.0

Table 2.3. Perceived Improvement in Quality of Residential Developments (%)

Question 8. Do you feel the quality of new residential developments in Gilbert has improved over the past few years?

		N	Yes	No	Don't Know
Gilbert	2010	502	53.6	24.3	22.1
	2009	600	55.7	22.0	22.3
	2008	600	55.5	25.3	19.2
	2007	602	60.6	20.8	18.6
	2006	600	63.8	19.3	16.8
Area	North-West	214	49.1	24.3	26.6
	Central	168	52.4	25.6	22.0
	South	118	63.6	22.9	13.6
***Length Resid	2 Yrs or Less	56	42.9	14.3	42.9
	3 to 5 Yrs	187	54.5	23.0	22.5
	Over 5 Yrs	259	55.2	27.4	17.4
Age Group	18 to 35	112	56.3	17.9	25.9
	36 to 50	183	54.1	25.7	20.2
	51 Plus	186	53.2	26.9	19.9
Sex	Male	239	53.6	25.1	21.3
	Female	263	53.6	23.6	22.8
*Married?	Married	336	55.1	26.2	18.8
	Not Married	160	51.3	20.0	28.8
Children < 19	None	260	50.4	26.2	23.5
	One	63	52.4	19.0	28.6
	Two	100	59.0	23.0	18.0
	Three or More	76	59.2	23.7	17.1
Race	Anglo-White	432	53.2	25.0	21.8
	Not Anglo	64	56.3	20.3	23.4
*Education	HS or Less	39	46.2	35.9	17.9
	Some Coll-Voc	123	53.7	17.9	28.5
	College Grad	198	59.1	24.7	16.2
	Postgrad Deg	137	48.2	26.3	25.5
Employed?	Employed	311	55.3	22.5	22.2
	Not Employed	186	51.1	28.0	21.0
Income	Under \$50,000	106	50.0	21.7	28.3
	\$50,000-\$99,999	174	57.5	23.6	19.0
	\$100,000 Plus	149	55.7	26.2	18.1

Table 2.4. Satisfaction with Commercial Development (%)

Question 9a. How satisfied are you with the commercial development in Gilbert?

		N	Very Satisfied	Generally Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
Gilbert	2010	502	29.1	48.8	15.9	2.2	4.0
	2009	600	31.3	47.0	15.8	2.8	3.0
	2008	600	39.1	44.6	12.9	1.7	1.7
	2007	602	35.9	44.7	12.6	4.2	2.7
	2006	600	36.7	43.5	13.5	3.3	3.0
**Area	North-West	214	21.0	50.0	21.5	2.8	4.7
	Central	168	32.1	49.4	13.7	1.2	3.6
	South	118	39.0	46.6	9.3	2.5	2.5
Length Resid	2 Yrs or Less	56	33.9	50.0	5.4	1.8	8.9
	3 to 5 Yrs	187	31.6	50.3	13.4	1.1	3.7
	Over 5 Yrs	259	26.3	47.5	20.1	3.1	3.1
Age Group	18 to 35	112	27.7	50.0	16.1	.9	5.4
	36 to 50	183	26.2	52.5	16.9	2.2	2.2
	51 Plus	186	33.3	44.1	15.6	2.7	4.3
***Sex	Male	239	20.1	54.8	17.6	2.9	4.6
	Female	263	37.3	43.3	14.4	1.5	3.4
Married?	Married	336	28.9	50.9	15.2	2.7	2.4
	Not Married	160	30.0	45.0	16.9	1.3	6.9
Children < 19	None	260	30.0	46.5	15.8	3.5	4.2
	One	63	23.8	50.8	23.8		1.6
	Two	100	29.0	54.0	11.0	2.0	4.0
	Three or More	76	30.3	48.7	17.1		3.9
Race	Anglo-White	432	28.0	49.8	15.7	2.3	4.2
	Not Anglo	64	39.1	39.1	17.2	1.6	3.1
Education	HS or Less	39	20.5	56.4	17.9		5.1
	Some Coll-Voc	123	30.9	48.0	17.9		3.3
	College Grad	198	29.3	50.5	14.1	3.0	3.0
	Postgrad Deg	137	29.2	45.3	16.1	3.6	5.8
Employed?	Employed	311	29.3	47.6	18.3	1.6	3.2
	Not Employed	186	28.0	51.1	12.4	3.2	5.4
Income	Under \$50,000	106	31.1	42.5	19.8		6.6
	\$50,000-\$99,999	174	27.0	54.0	13.8	2.9	2.3
	\$100,000 Plus	149	30.2	46.3	16.8	3.4	3.4

Table 2.5. Reasons for Satisfaction with the Commercial Development in Gilbert (%)

Question 9b. Could you tell me why you feel satisfied with the commercial development in Gilbert?
 [Total Satisfied = 391]

Reason for Satisfaction	N	% of Satisfied Who Answered	% of All Respondents
There Is Good Shopping Now	103	26.3	20.5
Everything Is Close Now	93	23.8	18.5
Commercial Development Is Well Planned, Looks Good	75	19.2	14.9
More Business Is Still Needed, But Satisfied with Progress	23	5.9	4.6
Tax Revenue, Jobs Are Enhanced by Commercial Development	19	4.9	3.8
Nice, but Many Projects Are Left Unfinished	16	4.0	3.2
Satisfied, But There May Be Too Much	15	3.8	3.0
There Are Good Restaurants Now	11	2.8	2.2
Commercial Architecture Blends with Neighborhood	10	2.6	2.0
Now We Have Grocery Stores in Gilbert	7	1.8	1.4
New Hospital, Health Services	7	1.8	1.4
More, High Quality Amenities Have Been Brought to Gilbert	6	1.5	1.2
We Have Good Entertainment Facilities Now	6	1.5	1.2
It's Been Slow in Coming, Overdue	5	1.2	1.0
We Need More Variety, Not Just Chain Stores	5	1.2	1.0
They Are Working to Preserve Downtown	4	1.0	.8
Hotels and Motels Are Needed	4	1.0	.8
Developments Have Nice Landscaping	3	.8	.6
Nice, but Too Close to Residential Areas	2	.5	.4
Nice, But Burger Joint Too Close to My Home	1	.3	.2
It Has Been Limited, Few Big Box Stores	1	.3	.2
Not Sure	15	3.8	3.0

Note: Responses do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents.

Table 2.6. Reasons for Dissatisfaction with Commercial Development (%)

Question 9c. Why are you dissatisfied with the commercial development in Gilbert? [Total Dissatisfied = 91]

Reason for Dissatisfaction	N	% of Dissatisfied	% of All Respondents
There's Too Much, Overbuilt, Vacant Buildings	35	12.5	7.0
More Commercial Development Needed	15	16.5	3.0
Not Enough Jobs, Need Bigger Businesses	11	12.1	2.2
More Needed for Tax Base, Revenue	7	7.7	1.4
Lack of Planning, Poor Distribution	5	5.5	1.0
Too Many Restrictions on Starting Businesses	4	4.4	.8
More Good Restaurants Needed	2	2.2	.4
Insufficient Development of Downtown Gilbert	2	2.2	.4
Need More Entertainment Facilities	1	1.1	.2
Need Higher Quality Development	1	1.1	.2
Cookie Cutter Look	1	1.1	.2
Commercial Developments Not Sufficient in Southern Gilbert	1	1.1	.2
Not Enough Gas Stations	1	1.1	.2
Need More Hotels	1	1.1	.2
Poor Quality Development	1	1.1	.2
Object to Mormon Temple in Residential Area	1	1.1	.2
Object to Grain Belt Restaurant Location	1	1.1	.2

Note: Responses do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents.

Table 2.7. Satisfaction with Neighborhood of Residence (%)

Question 10a. Overall, how satisfied are you with the neighborhood in which you live?

		N	Very Satisfied	Generally Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Gilbert	2010	502	76.1	19.3	3.8	.8
	2009	600	69.7	25.3	4.3	.7
	2008	600	71.2	23.7	4.3	.7
	2007	602	71.1	24.4	4.2	.3
	2006	600	75.5	20.8	3.3	.3
Area	North-West	214	71.5	22.4	5.1	.9
	Central	168	77.4	19.0	3.0	.6
	South	118	82.2	14.4	2.5	.8
Length Resid	2 Yrs or Less	56	78.6	19.6	1.8	
	3 to 5 Yrs	187	72.7	23.0	3.2	1.1
	Over 5 Yrs	259	78.0	16.6	4.6	.8
Age Group	18 to 35	112	78.6	19.6	1.8	
	36 to 50	183	74.3	21.3	3.8	.5
	51 Plus	186	76.3	17.7	4.8	1.1
Sex	Male	239	77.8	17.6	3.8	.8
	Female	263	74.5	20.9	3.8	.8
Married?	Married	336	76.5	18.8	3.9	.9
	Not Married	160	76.3	19.4	3.8	.6
Children < 19	None	260	74.6	20.0	4.2	1.2
	One	63	77.8	14.3	7.9	
	Two	100	73.0	25.0	1.0	1.0
	Three or More	76	82.9	14.5	2.6	
Race	Anglo-White	432	76.4	19.2	3.5	.9
	Not Anglo	64	76.6	18.8	4.7	
**Education	HS or Less	39	74.4	17.9	7.7	
	Some Coll-Voc	123	79.7	12.2	8.1	
	College Grad	198	77.8	20.2	1.5	.5
	Postgrad Deg	137	73.0	23.4	1.5	2.2
Employed?	Employed	311	76.2	19.9	3.5	.3
	Not Employed	186	76.3	17.7	4.3	1.6
Income	Under \$50,000	106	74.5	19.8	5.7	
	\$50,000-\$99,999	174	77.0	18.4	4.0	.6
	\$100,000 Plus	149	80.5	17.4	.7	1.3

Table 2.8. Reasons for Satisfaction with Neighborhood (%)

Question 10b. Could you tell me why you feel satisfied with your neighborhood? [Satisfied Who Answered = 479]

Reason for Satisfaction	N	% of Satisfied Who Answered	% of All Respondents
Good Neighbors	82	17.1	16.3
It's a Safe Area	65	13.6	12.9
Quiet, Nice Neighborhood, Little Traffic	50	10.4	10.0
People, HOA Maintain the Properties	43	9.0	8.6
It's Clean and New	35	7.3	7.0
Nice Looking Area and Houses, Quality Construction	24	5.0	4.8
Good Recreation Facilities	20	4.2	4.0
Good HOA	15	3.1	3.0
Good Amenities and Shopping Nearby	13	2.7	2.6
Open Space, Acre Lots, Horse Property	13	2.7	2.6
Good Schools	12	2.5	2.4
Family-Oriented	10	2.1	2.0
Lake in Val Vista	7	1.5	1.4
Stable Community, Long Time Residents, Old Area	6	1.3	1.2
Green, Good Landscaping	6	1.3	1.2
No CCRs or HOA	5	1.0	1.0
Good Location, Easy Access to Freeway	5	1.0	1.0
Feeling of Community	4	.8	.8
Going Downhill with the Economy	3	.6	.6
Diversity of Neighbors	2	.4	.4
Satisfied, but Developer Went Bankrupt, Left Empty Lots	2	.4	.4
Satisfied, but Too Many Rentals	2	.4	.4
Age Restricted, Adults Only	1	.2	.2
Gated Community	1	.2	.2
Near My Church	1	.2	.2
Nice Community Events	1	.2	.2
Library Is Nearby	1	.2	.2
Near My Job	1	.2	.2
Property Values Have Held Up	1	.2	.2
Pet Friendly Area	1	.2	.2
Satisfied, but HOA Doesn't Enforce Rules	1	.2	.2
Satisfied, but HOA Too Restrictive	1	.2	.2
Has Sidewalks for the Children	1	.2	.2
Like Everything about Gilbert	1	.2	.2

Note: Responses do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents.

Table 2.9. Reasons for Dissatisfaction with Neighborhood

Question 10c. Could you tell me why you are dissatisfied with your neighborhood? [Total dissatisfied = 23]

Reasons for Dissatisfaction	N
Too Many Rentals Bringing the Quality Down	4
Bad Neighbors	3
Crime Increase	3
High Density, Cookie Cutter Housing	2
HOA Ineffective, Poorly Managed	2
Restrictive HOA	2
Slow Town Response to Problems	2
Too Many Street Lights	2
Too Many Homes for Sale	1
Inadequate Parking in the Community	1
Too Few Street Lights	1
Narrow Streets	1
Unfinished Developments	1
Yards Are Poorly Maintained	1

Note: Responses are given by number as they are minuscule percentages of the dissatisfied and of all respondents.

Table 2.10. Perceived Age of Neighborhood of Residence (%)

Question 10d. How long ago was your neighborhood built? Was it built two years ago or less, three to five years ago, six to ten years ago, eleven to fifteen years ago, or 16 or more years ago?

		N	2 Yrs or Less	3 to 5 Yrs	6 to 10 Yrs	11 to 15 Yrs	16+ Yrs	Don't Know
Gilbert	2010	502	2.2	12.2	29.7	28.5	24.3	3.2
	2009	600	2.3	16.5	34.5	24.0	20.7	2.0
	2008	600	5.2	14.4	34.4	24.7	19.1	2.2
	2007	602	3.3	18.3	35.7	20.1	19.6	3.0
	2006	600	7.2	21.0	33.7	13.8	19.5	4.8
***Area	North-West	214		3.3	13.1	31.3	49.1	3.3
	Central	168	3.6	19.0	32.1	33.9	6.5	4.8
	South	118	4.2	17.8	56.8	15.3	5.1	.8
***Length Resid	2 Yrs or Less	56	8.9	17.9	25.0	16.1	19.6	12.5
	3 to 5 Yrs	187	1.1	18.7	31.6	23.0	23.0	2.7
	Over 5 Yrs	259	1.5	6.2	29.3	35.1	26.3	1.5
***Age Group	18 to 35	112	3.6	17.9	36.6	23.2	13.4	5.4
	36 to 50	183	1.1	15.8	29.5	26.8	24.6	2.2
	51 Plus	186	2.2	4.8	26.3	31.7	31.7	3.2
Sex	Male	239	2.5	14.2	31.4	28.9	20.1	2.9
	Female	263	1.9	10.3	28.1	28.1	28.1	3.4
*Married?	Married	336	1.8	13.1	30.1	31.0	22.3	1.8
	Not Married	160	3.1	10.6	27.5	23.8	28.8	6.3
Children < 19	None	260	3.1	7.7	26.9	29.2	28.5	4.6
	One	63	1.6	15.9	31.7	28.6	19.0	3.2
	Two	100	2.0	17.0	31.0	28.0	21.0	1.0
	Three or More	76		17.1	35.5	26.3	19.7	1.3
Race	Anglo-White	432	2.5	12.5	28.2	29.2	24.1	3.5
	Not Anglo	64		10.9	39.1	23.4	25.0	1.6
***Education	HS or Less	39		2.6	28.2	41.0	15.4	12.8
	Some Coll-Voc	123	1.6	8.9	24.4	30.9	30.1	4.1
	College Grad	198	2.5	12.6	34.3	26.8	22.2	1.5
	Postgrad Deg	137	2.9	16.1	27.7	26.3	24.8	2.2
*Employed?	Employed	311	2.9	14.1	32.2	27.0	20.6	3.2
	Not Employed	186	1.1	8.6	25.3	31.2	30.6	3.2
*Income	Under \$50,000	106	1.9	9.4	24.5	22.6	34.9	6.6
	\$50,000-\$99,999	174	2.3	10.9	29.9	32.8	20.7	3.4
	\$100,000 Plus	149	3.4	16.8	31.5	26.8	20.8	.7

3. Level of Knowledge and Sources of Information about Town Policies and Decisions

The next set of questions explored how knowledgeable respondents are about Town decisions on services, which sources of information about Town policies and decisions they use, the kinds of information about the Town that would be most helpful to them, their preferred means of communication about Town matters, and which newspapers they regularly read.

Knowledge about Town Decisions

Again this year, fewer than four in 100 respondents say they know a great deal about Town policies and decisions on services, but a solid majority say they do know something about services. Nearly three in four say they know very little. Table 3.1 shows that,

- 3.8% say they know a great deal,
- 57.0% claim some knowledge,
- 39.0% say they know very little, and
- .2% don't know.

Information Considered Most Helpful

Table 3.2 lists the 28 kinds of information cited by respondents as items most helpful to them.

Information types listed by 5% or more are listed below.

- 16.9% Town intentions on planning and zoning matters
- 12.7% Budget and tax information
- 11.4% Town Council actions and rationales for those actions
- 8.2% Community events
- 6.2% Information about Town services and hours of operation
- 6.0% Plans to improve public education
- 5.4% Schedule for street repairs
- 5.2% Plans for new businesses and economic development
- 5.2% Schedule of Town public meetings and meeting agendas

Desire for information about Town Council actions, Town services, and educational improvement, all increased this year.

Information Sources

Table 3.3 shows percentages of respondents using the various sources of information available to Gilbert residents. Most use several information sources, notably local newspapers, conversations with friends, and *Your Town*, Gilbert's newsletter.

- | | |
|------------------------------------|---|
| • 67.1% Local newspapers | • 21.5% Cable television, |
| • 64.7% Conversations with friends | • 15.7% Conversations with Town officials |
| • 56.6% <i>Your Town</i> | • 10.8% Other |
| • 41.8% Town Website | |

<u>Print Source Read</u>	<u>% Reading</u>
<i>Your Town</i>	57.2
<i>Arizona Republic</i>	54.2
Town Website	31.7
<i>Tribune</i>	31.3

Table 3.4 contains the crosstabulated data for the information sources used by respondents.

Significance is indicated by the asterisks at the top of each block of figures in each column. The subgroups significantly more likely to use each of the listed sources are indicated below.

<u>Source of Information</u>	<u>Groups More Likely to Use</u>
Town officials, staff	The unmarried, Increases with age
Conversations with friends	Females
Local Newspapers	The married, not employed, aged 51 or more, Increases with length of residence
Cable Television	Resident over 5 years, Increases with age.
Town Website	Central Gilbert residents, Ages 18 to 50, Resident 3 to 5 years, Married, Income of \$50,000 plus, Three or more children at home

Preferred Means of Communication about Town Policies and Decision

Respondents volunteered fifteen modes of preferred communication about Town policies and decisions. These are listed in Table 3.5.

- 24.7% Email
- 22.9% *Your Town*
- 13.3% Direct mail from the Town
- 12.0% Newspapers (general reference)
- 11.8% Town Website.

Print Media

Table 3.6 shows crosstabulated responses for print media regularly read by respondents. Three print source had some significant intergroup differences in usage which are listed below.

<u>Newspaper</u>	<u>Respondents More Likely to Read</u>
<i>Arizona Republic</i>	Not employed
Town Website	Resident 3 to 5 years, Ages 18 to 35, Married, Three or more children at home
<i>Your Town</i>	Females

Preferred Channel 11 Programming

A final question asked about the programming residents preferred for Cable Channel 11. Twenty-six

items were cited, but only three by 5% or more of respondents.

- 8.4% Town Council Meetings and news
- 7.0% Local news and politics
- 5.2% Community Events

Overall, 11.0% do not have cable TV, 47.8% are not interested in watching, and 10.2% had no opinion.

Table 3.1. Perceived Level of Knowledge about Town Decisions (%)

Question 11. Town officials make decisions that affect the services you receive. Which of the following statements comes closest to expressing what you feel you usually know about these decisions?

		N	Great Deal	Some	Very Little	Don't Know
Gilbert	2010	502	3.8	57.0	39.0	.2
	2009	600	3.8	47.7	48.0	.5
	2008	600	4.5	50.2	43.8	1.5
	2007	602	6.1	52.0	40.5	1.3
	2006	600	9.8	53.7	35.7	.8
Area	North-West	214	4.2	53.3	42.5	
	Central	168	3.0	61.3	35.7	
	South	118	4.2	57.6	38.1	
*Length Resid	2 Yrs or Less	56		39.3	60.7	
	3 to 5 Yrs	187	4.3	61.5	34.2	
	Over 5 Yrs	259	4.2	57.5	37.8	.4
*Age Group	18 to 35	112	5.4	44.6	50.0	
	36 to 50	183	3.3	61.7	35.0	
	51 Plus	186	3.2	59.7	37.1	
Sex	Male	239	5.4	54.8	39.3	.4
	Female	263	2.3	58.9	38.8	
Married?	Married	336	3.6	60.4	36.0	
	Not Married	160	4.4	51.3	43.8	.6
Children < 19	None	260	3.5	55.0	41.2	.4
	One	63	7.9	54.0	38.1	
	Two	100	3.0	59.0	38.0	
	Three or More	76	2.6	65.8	31.6	
Race	Anglo-White	432	3.7	56.9	39.1	.2
	Not Anglo	64	1.6	57.8	40.6	
Education	HS or Less	39	2.6	56.4	41.0	
	Some Coll-Voc	123	3.3	53.7	43.1	
	College Grad	198	4.5	59.1	36.4	
	Postgrad Deg	137	3.6	58.4	37.2	.7
Employed?	Employed	311	4.5	55.3	40.2	
	Not Employed	186	2.7	60.2	36.6	.5
Income	Under \$50,000	106	2.8	50.9	46.2	
	\$50,000-\$99,999	174	2.9	60.3	36.8	
	\$100,000 Plus	149	5.4	61.1	33.6	

Table 3.2. Most Helpful Kind of Information about Gilbert (%)

Question 12. What kind of information about the Town of Gilbert would be most helpful to you?

Information Type	N	%
Town Intentions on Planning and Zoning, Neighborhood Impact	85	16.9
Budget and Tax Data	64	12.7
Town Council Actions, Rationales	57	11.4
Community Events, Entertainment Information	41	8.2
General Information on Town Services, Hours of Operation	31	6.2
Educational Improvement Plans	30	6.0
Schedule for Street Repairs, Closures	27	5.4
Schedule of Public Meetings, Agendas	26	5.2
New Businesses, Shopping, Economic Development	26	5.2
Basic Information as in Your Town, on the Website, in Newspapers	21	4.2
Parks and Recreation, Facilities and Programs	19	3.8
Construction Plans for New Developments, Infrastructure	12	2.4
Information on Crime, Fire Safety	11	2.2
Everything	6	1.2
Directory, Background on Town Council Members, Town Officials	4	.8
Neighborhood Meetings, Events	3	.6
Home Value Assessments	2	.4
School Information, News about Programs, Events	2	.4
Senior Services	2	.4
Town History	2	.4
Chamber of Commerce Meeting Schedule	1	.2
Garbage Service, Brush & Bulky Pick Up Information	1	.2
Health Services	1	.2
Information on Internet Access	1	.2
Public Transportation	1	.2
Summary of Past Year's Town Events, Actions	1	.2
Volunteer Groups	1	.2
Why An Expensive Conference Table Needed	1	.2
Fine As It Is	14	2.8
None	45	9.0
Unsure	75	15.0

Note: Responses do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents.

Table 3.3. Information about Town Policies and Decisions: A Comparative Profile (%)

Questions 13a-g. Do you usually learn about Town policies and decisions from any of the following sources? Conversations with Town officials? Conversations with friends? Reading local newspapers? The Town's Cable Channel? The Town newsletter "Your Town"? The Town Website? Other?

Questions 15a-f. Do you regularly read any of the following? The Arizona Republic? The Tribune? Town Page? The Town Website? The Town newsletter "Your Town" ?

	2010 % Using	2009 % Using	2008 % Using	2007 % Using	2006 % Using
Sources about Town Policies					
Conversations with Town Officials	15.7	14.2	12.2	11.8	13.7
Conversations with Friends	64.7	68.5	67.2	64.1	61.3
Local Newspapers	67.1	67.7	72.5	72.8	78.0
Town's Cable Channel	21.5	23.3	24.8	28.2	31.2
"Your Town"	56.6	68.8	63.3	67.8	68.0
The Town Website	41.8	40.5	39.2	40.5	36.0
Other	10.8	31.0	16.0	18.3	.3
Print Sources Read					
<i>Arizona Republic</i>	54.2	49.0	52.0	52.3	59.3
<i>East Valley Tribune</i>	31.3	28.8	33.3	32.1	34.2
Town Website	31.7	31.8	29.2	28.2	29.7
<i>Your Town</i>	57.2	68.8	64.5	65.6	65.8

Table 3.4. Information Sources: Level of Usage (%)

Question 13a-g. Do you usually learn about Town policies and decisions from any of the following sources? (% Yes)

		N	Town Officials	Family, Friends	Local Newspprs	Town Cable	Your Town	Town Website	Other
Gilbert	2010	502	15.7	64.7	67.1	21.5	56.6	41.8	10.8
	2009	600	14.2	68.5	67.7	23.3	68.8	40.5	31.0
	2008	600	12.2	67.2	72.6	24.9	63.4	39.3	16.1
	2007	602	11.8	64.1	72.8	28.2	67.8	40.5	18.3
	2006	600	13.7	61.3	78.0	31.2	68.0	36.0	12.5
Area	North-West	214	19.6	64.5	67.8	21.5	54.7	*37.4	*12.6
	Central	168	12.5	64.3	67.3	25.0	61.9	49.4	11.9
	South	118	11.9	66.1	66.9	16.1	53.4	39.0	4.2
Length Resid	2 Yrs or Less	56	8.9	64.3	*57.1	**12.5	50.0	*44.6	7.1
	3 to 5 Yrs	187	14.4	62.6	63.1	16.6	59.9	49.2	9.1
	Over 5 Yrs	259	18.1	66.4	72.2	27.0	55.6	35.9	12.7
Age Group	18 to 35	112	*8.9	57.1	*63.4	**10.7	52.7	***45.5	11.6
	36 to 50	183	13.1	66.7	62.3	23.0	57.4	51.9	12.0
	51 Plus	186	19.4	66.1	74.7	25.8	57.5	31.7	9.1
Sex	Male	239	13.4	**58.6	65.3	22.2	53.1	*46.9	10.5
	Female	263	17.9	70.3	68.8	20.9	59.7	37.3	11.0
Married?	Married	336	**13.1	66.1	66.7	20.2	59.2	**46.1	11.3
	Not Married	160	21.3	61.9	68.8	25.0	53.1	34.4	9.4
Children < 19	None	260	18.1	64.2	70.0	25.0	56.5	**34.6	10.0
	One	63	14.3	63.5	58.7	12.7	50.8	49.2	12.7
	Two	100	12.0	61.0	65.0	22.0	57.0	46.0	9.0
	Three or More	76	14.5	71.1	65.8	17.1	61.8	56.6	14.5
Race	Anglo-White	432	16.2	65.3	66.7	22.0	57.2	42.8	11.1
	Not Anglo	64	9.4	60.9	70.3	20.3	53.1	35.9	7.8
Education	HS or Less	39	10.3	64.1	69.2	30.8	48.7	30.8	7.7
	Some Coll-Voc	123	17.1	69.1	65.9	25.2	56.1	42.3	12.2
	College Grad	198	13.6	63.1	70.7	19.7	61.1	42.4	10.1
	Postgrad Deg	137	19.0	63.5	62.8	17.5	54.7	43.8	10.9
Employed?	Employed	311	15.8	63.7	**63.7	19.9	55.6	**46.9	11.3
	Not Employed	186	15.1	66.7	73.7	23.7	58.1	33.3	10.2
Income	Under \$50,000	106	13.2	63.2	64.2	20.8	54.7	*32.1	8.5
	\$50,000-\$99,999	174	13.2	64.9	67.8	23.6	60.9	47.1	11.5
	\$100,000 Plus	149	16.8	65.1	69.1	18.8	57.0	48.3	10.1

Table 3.5. Preferred Means of Receiving Communications about Town Policies and Decisions (%)

Question 14. What is your preferred means of receiving communications about Town policies and decisions?

Means of Communication	N	%
Email	124	24.7
<i>Your Town</i> Newsletter	115	22.9
Direct Mail	67	13.3
Newspapers, General	60	12.0
Town Website, Internet	59	11.8
<i>Arizona Republic, azcentral.com</i>	13	2.6
Television	12	2.4
Water Bill Insert	9	1.8
Town Officials	6	1.2
Friends, Family	5	1.9
Flyers, Billboards	4	.8
Meetings	3	.6
Telephone	2	.4
Radio	2	.4
HOA Bulletin	1	.2
Multiple Sources	1	.2
None Wanted	7	1.4
Unsure	12	2.4
Total	502	100.0

Table 3.6. Written Sources Regularly Read (%)

Question 15a-d. Do you regularly read any of the following? *Arizona Republic*, *East Valley Tribune*, The Town Website, The Town newsletter "*Your Town*" (% Yes)

		N	AZ Repub	EV Tribune	Town Website	Your Town
Gilbert	2010	502	54.2	31.3	31.7	57.2
	2009	600	49.0	28.8	31.8	68.8
	2008	600	52.0	33.4	29.3	64.5
	2007	602	52.3	32.1	28.2	65.6
	2006	600	59.3	34.2	29.7	65.8
Area	North-West	214	49.1	33.2	26.6	58.9
	Central	168	57.7	30.4	37.5	58.9
	South	118	58.5	29.7	32.2	52.5
Length Resid	2 Yrs or Less	56	50.0	28.6	**30.4	50.0
	3 to 5 Yrs	187	49.7	33.7	39.6	59.4
	Over 5 Yrs	259	58.3	30.1	26.3	57.1
Age Group	18 to 35	112	53.6	32.1	**39.3	50.0
	36 to 50	183	48.6	31.7	36.1	57.4
	51 Plus	186	60.8	30.6	24.2	60.2
Sex	Male	239	53.6	32.2	33.5	***50.2
	Female	263	54.8	30.4	30.0	63.5
Married?	Married	336	53.3	31.3	*34.8	59.2
	Not Married	160	57.5	31.9	26.3	53.8
Children < 19	None	260	55.0	32.3	*26.5	56.2
	One	63	57.1	36.5	36.5	55.6
	Two	100	53.0	27.0	35.0	58.0
	Three or More	76	51.3	30.3	42.1	61.8
Race	Anglo-White	432	52.8	30.8	31.9	57.4
	Not Anglo	64	62.5	34.4	28.1	57.8
Education	HS or Less	39	56.4	30.8	25.6	48.7
	Some Coll-Voc	123	49.6	25.2	29.3	56.9
	College Grad	198	57.1	36.9	33.3	60.6
	Postgrad Deg	137	53.3	29.2	33.6	56.2
Employed?	Employed	311	***49.2	31.5	33.8	55.6
	Not Employed	186	63.4	30.6	29.0	60.2
Income	Under \$50,000	106	50.0	26.4	28.3	59.4
	\$50,000-\$99,999	174	55.2	35.1	35.6	58.6
	\$100,000 Plus	149	55.7	32.9	34.9	60.4

Table 3.7. Types of Programming Preferred for Channel 11 (%)

Question 16. What type of programming would you like to see on Cable Channel 11?

Type of Programming	N	% of All Respondents
Town Council Meetings, News	42	8.4
Local News, Politics	35	7.0
Community Events, Town Programs	26	5.2
Just As It Is Now	15	3.0
News about Development, Planning and Zoning	15	3.0
Children's, Family Programming	12	2.4
School News, Events	8	1.6
History of Gilbert, Local Area	5	1.0
Public Education Programming	4	.8
Town Services Information	4	.8
Theater, Play Schedules	4	.8
Interviews with Town Officials	3	.6
Old Films	3	.6
Parks and Recreation Information and Events	3	.6
Cooking and Crafts	2	.4
Economy, Jobs, and Foreclosures	2	.4
BBCShows	1	.2
Information on New Businesses, New Stores	1	.2
Diverse Programs	1	.2
Fishing, Farming Sites	1	.2
Tips on Home Maintenance, Irrigation	1	.2
Road Construction	1	.2
Interviews with the Public	1	.2
Updates on Road Construction	1	.2
Spongebob Squarepants, Family Guy	1	.2
What the Town Is Doing about Train Noise	1	.2
Do Not Have Cable TV	55	11.0
None, Not Interested in TV	240	47.8
No Opinion	51	10.2

Note: Responses do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents.

4. Decision Making

The fourth area of inquiry concerned satisfaction with policy decisions made by the Mayor and Council and respondent views on whether or not the Town encourages citizen participation.

Satisfaction with Policy Decisions

We asked respondents if they are satisfied with the policy decisions made by the Mayor and Town Council. Table 4.1 shows that over seven in 10 are satisfied, a number that is close to last year's level. This year

- 11.6% are very satisfied with the Mayor and Council's policy decisions,
- 66.1% are generally satisfied,
- 5.0% are somewhat dissatisfied,
- 2.2% are very dissatisfied, and
- 15.1% have no opinion.

Satisfaction is higher among those resident in Gilbert 3 or more years.

Table 4.2 lists the 15 reasons for dissatisfaction offered by 36 respondents. The most common of these was a general feeling that Town spends too much, leading to higher taxes.

Encouragement of Participation

Table 4.3 shows that a majority believe that Town officials encourage participation.

- 53.2% say the Town does encourage participation,
- 18.7% say it does not, and
- 28.1% have no opinion.

There has been little change in these percentages since last year. Belief that the Town encourages citizen participation increases with length of residence and is higher among those who have two or more children living at home.

Despite continuing recession, unemployment, and declining house prices, Gilbert respondents felt increased satisfaction with the Mayor and Council's policy decisions and held steady in their view that the Town encourages participation. This level of increased satisfaction sets Gilbert apart in comparison to a level of dissatisfaction with government that we have found in recent national and statewide polls. In Gilbert, satisfied respondents still outnumber the dissatisfied by better than a nine-to-one margin and those who say the Town encourages participation outnumber those who say it does not by nearly a three-to-one margin.

Table 4.1. Satisfaction with Policy Decisions of Mayor and Council (%)

Question 17a. How satisfied are you with the policy decisions made by the Mayor and members of the Town Council?

		N	Very Satisfied	Generally Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
Gilbert	2010	502	11.6	66.1	5.0	2.2	15.1
	2009	600	13.0	58.8	5.2	2.5	20.5
	2008	600	15.2	57.5	8.0	2.5	16.7
	2007	602	17.4	61.5	6.6	2.8	11.6
	2006	600	21.5	54.5	5.5	2.5	16.0
Area	North-West	214	11.2	66.4	6.5	1.9	14.0
	Central	168	11.9	65.5	2.4	1.8	18.5
	South	118	11.0	67.8	5.9	3.4	11.9
*Length Resid	2 Yrs or Less	56	14.3	55.4	1.8		28.6
	3 to 5 Yrs	187	12.3	68.4	3.7	1.1	14.4
	Over 5 Yrs	259	10.4	66.8	6.6	3.5	12.7
Age Group	18 to 35	112	13.4	62.5	2.7	1.8	19.6
	36 to 50	183	9.3	67.8	6.0	1.6	15.3
	51 Plus	186	12.9	66.7	5.4	2.7	12.4
Sex	Male	239	11.7	65.3	4.6	3.3	15.1
	Female	263	11.4	66.9	5.3	1.1	15.2
Married?	Married	336	11.3	67.6	5.4	2.4	13.4
	Not Married	160	11.9	65.0	4.4	1.9	16.9
Children < 19	None	260	12.3	65.4	5.4	3.5	13.5
	One	63	17.5	61.9	1.6	1.6	17.5
	Two	100	7.0	63.0	9.0	1.0	20.0
	Three or More	76	10.5	77.6	1.3		10.5
Race	Anglo-White	432	12.3	65.7	5.1	2.5	14.4
	Not Anglo	64	7.8	68.8	3.1		20.3
Education	HS or Less	39	12.8	64.1	7.7	2.6	12.8
	Some Coll-Voc	123	10.6	67.5	2.4	1.6	17.9
	College Grad	198	10.6	66.7	5.6	4.0	13.1
	Postgrad Deg	137	13.1	65.0	5.8		16.1
Employed?	Employed	311	10.6	66.9	5.1	1.9	15.4
	Not Employed	186	12.4	65.6	4.8	2.7	14.5
Income	Under \$50,000	106	9.4	67.9	7.5	1.9	13.2
	\$50,000-\$99,999	174	12.1	67.2	6.9	2.3	11.5
	\$100,000 Plus	149	12.1	68.5	2.0	2.0	15.4

Table 4.2. Reasons for Dissatisfaction with Mayor-Council Policy Decisions

Question 17b. Can you explain why you feel [dissatisfied with Mayor-Council decisions]? [Total dissatisfied = 36]

Reasons for Dissatisfaction	N
They Spend Too Much, Taxes Are Too High	8
Generally Poor Leadership	5
Citizen Views Are Ignored, Mayor and Council Have Own Agenda	3
Town Discourages Business, Jobs	3
Growth Has Been Mishandled, Poor Zoning Decisions	2
Intrusion of Religion into Politics	2
Land Purchase at Inflated Prices	2
Lack of Funding for Public Safety	2
Poor Communication on Traffic near Schools	1
Poor Traffic Signal Coordination	1
Unscheduled Changes in Town Events	1
Forced Annexation of the Islands	1
Bigoted against Minorities, Low Income People	1
Allowed Mormon Temple in Residential Area	1
Water Plant Is Offensive	1
Everything	4

Note: Responses are given by number as they are minuscule percentages of the dissatisfied and of all respondents.

Table 4.3. Impression: Town Officials' Encouragement of Citizen Participation (%)

Question 18. Would you say that Town officials encourage citizen participation in town government?

		N	Yes	No	Don't Know
Gilbert	2010	502	53.2	18.7	28.1
	2009	600	54.8	18.5	26.7
	2008	600	52.8	22.4	24.7
	2007	602	53.5	21.4	25.1
	2006	600	59.7	13.8	26.5
Area	North-West	214	50.9	22.0	27.1
	Central	168	53.6	17.3	29.2
	South	118	57.6	15.3	27.1
*Length Resid	2 Yrs or Less	56	48.2	12.5	39.3
	3 to 5 Yrs	187	52.4	16.0	31.6
	Over 5 Yrs	259	54.8	22.0	23.2
Age Group	18 to 35	112	50.9	15.2	33.9
	36 to 50	183	52.5	19.7	27.9
	51 Plus	186	57.0	18.3	24.7
Sex	Male	239	53.6	20.9	25.5
	Female	263	52.9	16.7	30.4
Married?	Married	336	54.2	19.3	26.5
	Not Married	160	51.3	17.5	31.3
*Children < 19	None	260	50.4	21.9	27.7
	One	63	42.9	17.5	39.7
	Two	100	60.0	19.0	21.0
	Three or More	76	63.2	7.9	28.9
Race	Anglo-White	432	53.2	18.5	28.2
	Not Anglo	64	51.6	18.8	29.7
Education	HS or Less	39	64.1	12.8	23.1
	Some Coll-Voc	123	52.8	16.3	30.9
	College Grad	198	50.5	20.7	28.8
	Postgrad Deg	137	54.0	20.4	25.5
Employed?	Employed	311	51.1	17.4	31.5
	Not Employed	186	56.5	21.5	22.0
Income	Under \$50,000	106	60.4	11.3	28.3
	\$50,000-\$99,999	174	54.0	20.1	25.9
	\$100,000 Plus	149	55.0	16.1	28.9

5. Preferred Allocation of Tax Dollars

A fifth extensive set of questions concerned balancing the Town Budget and the importance of spending on Town services. Respondents were asked about their preferred means of balancing the Town budget, satisfaction with the value they receive for their tax dollars; and the importance of eight areas of amenities (community and specialty parks, multipurpose trails and open space, public transportation and bus service, recreational programming, special community events, fine arts projects and programs, historical preservation, and community and educational centers like recreation centers and riparian preserves).

Preferred Means of Balancing the Town Budget

Balancing the Town budget through a combination of reduced services and increased taxes and fees is preferred by more respondents than exclusive reliance on either reduced services or increased taxes. Table 5.1 shows that to keep the Town budget balanced

- 21.9% would reduce services and associated costs,
- 14.3% would increase Town taxes and fees,
- 47.6% would use a combination of reduced services and increased taxes and fees,
- 11.8% would use some of other means of balancing the budget, and
- 4.4% don't know.

There is more support for a combination of reduced services and increased taxes in the central and southern areas of Gilbert and among those resident in Gilbert for 5 years or less.

Satisfaction with Value of Tax Dollar for Services Received

Respondents were very satisfied, even more so than last year, with the value they get from their tax dollars for the services provided by Gilbert. As seen in Table 5.2,

- 89.6% are satisfied,
- 7.6% are not, and
- 2.8% have no opinion.

Satisfaction remains high across subgroups of respondents.

The 38 dissatisfied respondents gave 12 reasons for dissatisfaction which are listed in Table 5.3. The most common are beliefs that taxes in Gilbert are too high and that the Town engages in wasteful spending (each cited by 10 residents).

Importance of Eight Areas of Services

Respondents were asked to indicate on a scale of 1 (Very Important) to 5 (Not at All Important) the importance of the Town's involvement in eight areas: Community and specialty parks, multipurpose trails and open space, public transportation/bus service, recreational programs, community special events, fine arts

projects and programs, historical preservation, and community and educational centers like recreation centers and riparian preserves.

Based on mean scores derived by calculating the mean average of responses of those able to rate the programs, community and education centers are deemed the most important, followed by recreational programs and historical preservation. All program areas score above the 3.0 mean point on the importance scale, but all also receive a lower mean score than they earned last year. The importance of these areas is compared in Table 5.4.

The mean scores for importance on the scale and the areas listed by relative importance are listed below.

<u>Mean Score</u>	<u>Areas of Service Ranked by Mean Importance Score</u>
1.75	Community and Education Centers
1.87	Recreational Programming
2.06	Historical Preservation
2.08	Public Transportation / Bus Service
2.09	Multipurpose Trails and Open Space
2.22	Community and Specialty Parks
2.23	Community Special Events
2.32	Fine Arts Projects and Programs.

Tables 5.5 to 5.12 display ratings for these areas of Town service and show which demographic subgroups award greater importance to each.

Community and Specialty Parks

- 33.1% very Important
- 37.1% somewhat Important
- 10.6% neutral
- 11.4% somewhat unimportant
- 7.4% not at all Important
- .6% no opinion

Group Differences

Importance higher for respondents aged 18 to 35

Multipurpose Trails and Open Space

- 34.3% very Important
- 39.8% somewhat Important
- 13.5% neutral
- 7.0% somewhat unimportant
- 5.2% not at all Important
- .2% no opinion

Group Differences

Importance higher for those living in Gilbert 2 years or less and those with some college or a college degree

Public Transportation / Bus Service

- 37.3% very Important
- 35.1% somewhat important
- 14.3% neutral
- 7.0% somewhat unimportant
- 5.6% not at all Important
- .8% no opinion

Group Differences

Importance higher for females and unmarried respondents

Recreation Programming

- 43.0% very important
- 37.6% somewhat important
- 9.8% neutral
- 6.2% somewhat unimportant
- 2.6% not at all important
- .8% no opinion

Group Differences

Importance higher for females

Community Special Events

- 25.1% very important
- 45.6% somewhat important
- 14.7% neutral
- 8.4% somewhat unimportant
- 5.6% not at all important
- .6% no opinion

Group Differences

Importance higher among females, the employed, and those resident 3 to 5 years

Fine Arts

- 26.1% very important
- 41.4% somewhat important
- 15.3% neutral
- 8.2% somewhat unimportant
- 8.8% not at all important
- .2% no opinion

Group Differences

Importance higher for females, those aged 18 to 35, the unmarried

Historical Preservation

- 38.0% very important
- 37.3% somewhat important
- 11.4% neutral
- 7.2% somewhat unimportant
- 6.0% not at all important
- .2% no opinion

Group Differences

Importance higher for females and those with some college or less education

Community and Education Centers

- 47.4% very important
- 39.4% somewhat important
- 7.2% neutral
- 3.0% somewhat unimportant
- 3.0% not at all important

Group Differences

Importance higher for females and non-Anglos

Spending on Nine Service Areas

Table 5.13 compares the percentages by which respondents endorse spending on nine areas of service. Net support for these services is calculated by subtracting the percentage who want to spend less from the percentage who wish to spend more with the results that appear below. The Police and Fire Departments are virtually tied for greatest net support at 19.7% and 19.9% respectively.

<u>Service</u>	<u>% More</u>	<u>% Less</u>	<u>% Net Support</u>
Fire Department	22.9	3.0	19.9
Police Department	24.5	4.8	19.7
Developing older downtown Gilbert	20.3	31.5	-11.2
Repairing and maintaining streets	14.3	7.6	6.7
Water & sewer facilities	9.2	3.0	6.2
Parks facilities	10.4	13.1	-2.7
Recreation programs and facilities	15.5	15.9	-.4
Library	18.5	5.2	13.3
Public transportation / bus service	30.1	15.1	15.0

Spending for six services has a positive net score, but Table 5.13 shows a clear pattern of preference for maintaining spending at current levels.

Fire Department

As seen in Table 5.14, there is a 4.8% decline in willingness to spend more on the Fire Department.

- 22.9% would spend more on fire services,
- 70.5% would spend the same,
- 3.0% would spend less and
- 3.6% don't know.

Police Department

Table 5.15 shows an 11.5% decline in willingness to spend more the Police Department since last year. Support for spending is higher among those resident over 5 years and those aged 18 to 50.

- 24.5% would spend more on the Police Department,
- 67.1% would spend the same amount,
- 4.8% would spend less, and
- 3.6% have no opinion.

Developing Older Downtown Gilbert

Table 5.16 shows that support for spending more on developing older downtown Gilbert has declined by 9.4% since last year and is higher among employed residents, non-Anglos, residents of northwest and central Gilbert, and those aged 18 to 35.

- 20.3% would spend more on developing older downtown Gilbert,
- 42.8% would spend the same as now,
- 31.5% would spend less,
- 5.4% don't know.

Repairing/Maintaining Streets

Willingness to spend more on streets has declined 9.9% since last year. Table 5.17 shows that residents of south Gilbert are more supportive of spending on streets.

- 14.3% would spend more on street repair and maintenance,
- 75.7% would spend the same,
- 7.6% would spend less, and
- 2.4% don't know.

Water and Sewer Facilities

Table 5.18 shows a 2.3% decline in support for more spending on water and sewer facilities.

- 9.2% would spend more on water and sewer facilities,
- 82.1% would spend the same as now,
- 3.0% would spend less, and
- 5.8% don't know.

Parks Facilities

Table 5.19 shows a 6.8% decline in support for more spending on parks. Non-Anglos, the employed, those aged 18 to 35, and those with one or two children are more supportive of increased spending on parks.

- 10.4% would spend more on parks facilities,
- 72.7% would spend the same,
- 13.1% would spend less, and
- 3.8% don't know.

Recreation Programs and Facilities

Table 5.20 shows a 5.8% decline in support for more spending on recreation programs and facilities. Support for more spending is higher among females, non-Anglos, those aged 18 to 35, and those with one or two children.

- 15.5% would spend more on recreation programs and facilities,
- 63.3% would spend the same,
- 15.9% would spend less, and
- 5.2% don't know.

Library

Table 5.21 shows that support for more spending on the library declined 5.8% this year. It is higher among non-Anglos and those with a postgraduate degree.

- 18.5% would spend more on recreation programs and facilities,
- 69.5% would spend the same,
- 5.2% would spend less, and
- 6.8% don't know.

Public Transportation / Buses

Support for more spending on public transportation has decreased 4.7% since last year. It is higher among females and non-Anglos. Table 5.22 shows,

- 30.1% would spend more on public transportation and buses,
- 40.4% would spend the same as now,
- 15.1% would spend less, and
- 14.3% don't know.

Table 5.1. Preferred Means of Balancing Gilbert's Budget (%)

Q19. The current economic turndown has reduced Gilbert's sales and property tax revenues while the demand for public safety, street repairs, and other services is steady. The Town is considering various ways of keeping its budget balanced in these difficult times. If it were up to you, would you balance the Town budget by a reduction of Town services and associated costs, increases in some taxes and fees, or a combination of reduction of services and increased taxes and fees.

		N	Reduce Services, Costs	Increase Taxes, Fees	Combi- nation	Other, None	Don't Know
Gilbert	2010	502	21.9	14.3	47.6	11.8	4.4
*Area	North-West	214	20.6	17.3	42.5	14.0	5.6
	Central	168	22.0	10.1	53.6	8.3	6.0
	South	118	24.6	15.3	48.3	11.9	
**Length Resid	2 Yrs or Less	56	23.2	14.3	53.6	7.1	1.8
	3 to 5 Yrs	187	17.1	15.5	55.1	8.0	4.3
	Over 5 Yrs	259	25.1	13.5	40.9	15.4	5.0
Age Group	18 to 35	112	22.3	13.4	53.6	7.1	3.6
	36 to 50	183	20.2	15.8	53.0	9.3	1.6
	51 Plus	186	23.1	12.9	41.9	15.6	6.5
Sex	Male	239	25.1	12.1	49.0	11.3	2.5
	Female	263	19.0	16.3	46.4	12.2	6.1
Married?	Married	336	23.8	12.8	47.9	11.6	3.9
	Not Married	160	18.1	17.5	47.5	11.3	5.6
Children < 19	None	260	21.9	12.3	45.0	14.6	6.2
	One	63	28.6	14.3	49.2	4.8	3.2
	Two	100	22.0	22.0	46.0	9.0	1.0
	Three or More	76	17.1	11.8	56.6	10.5	3.9
Race	Anglo-White	432	23.6	15.0	46.1	10.9	4.4
	Not Anglo	64	10.9	9.4	60.9	14.1	4.7
Education	HS or Less	39	20.5	17.9	38.5	12.8	10.3
	Some Coll-Voc	123	21.1	11.4	48.0	13.8	5.7
	College Grad	198	21.7	13.6	47.5	12.6	4.5
	Postgrad Deg	137	22.6	17.5	50.4	8.0	1.5
Employed?	Employed	311	21.9	14.1	50.2	10.9	2.9
	Not Employed	186	22.6	14.5	43.0	12.9	7.0
Income	Under \$50,000	106	24.5	9.4	51.9	10.4	3.8
	\$50,000-\$99,999	174	23.6	18.4	43.1	8.6	6.3
	\$100,000 Plus	149	20.8	14.8	50.3	13.4	.7

Table 5.2. Satisfaction with Value from Tax Dollar for Services Provided by Gilbert (%)

Question 20a. Overall are you satisfied with the value you get from your tax dollar for the services provided by the Town of Gilbert?

		N	Yes	No	Don't Know
Gilbert	2010	502	89.6	7.6	2.8
	2009	600	85.8	9.0	5.2
	2008	600	89.3	8.0	2.7
	2007	602	86.7	9.5	3.8
	2006	600	89.7	6.3	4.0
Area	North-West	214	87.9	9.8	2.3
	Central	168	93.5	4.2	2.4
	South	118	87.3	8.5	4.2
Length Resid	2 Yrs or Less	56	94.6	3.6	1.8
	3 to 5 Yrs	187	87.2	9.6	3.2
	Over 5 Yrs	259	90.3	6.9	2.7
Age Group	18 to 35	112	92.0	7.1	.9
	36 to 50	183	85.8	9.3	4.9
	51 Plus	186	92.5	6.5	1.1
Sex	Male	239	90.4	7.5	2.1
	Female	263	89.0	7.6	3.4
Married?	Married	336	90.2	7.7	2.1
	Not Married	160	89.4	6.9	3.8
Children < 19	None	260	90.0	8.1	1.9
	One	63	88.9	9.5	1.6
	Two	100	87.0	6.0	7.0
	Three or More	76	93.4	5.3	1.3
Race	Anglo-White	432	89.4	8.1	2.5
	Not Anglo	64	93.8	3.1	3.1
Education	HS or Less	39	89.7	7.7	2.6
	Some Coll-Voc	123	86.2	10.6	3.3
	College Grad	198	89.4	9.6	1.0
	Postgrad Deg	137	93.4	2.2	4.4
Employed?	Employed	311	88.4	8.4	3.2
	Not Employed	186	91.4	6.5	2.2
Income	Under \$50,000	106	93.4	4.7	1.9
	\$50,000-\$99,999	174	88.5	10.3	1.1
	\$100,000 Plus	149	93.3	4.0	2.7

Table 5.3. Reasons for Dissatisfaction with Value of Tax Dollar for Services (N)

Question 20b. Please tell me why you are not satisfied with the value you get for your tax dollar.

[Total dissatisfied = 38]

Reasons for Dissatisfaction	N
High Taxes	10
Wasteful Spending	10
No Improvement in Services Despite Tax Increases	6
Poor Police and Fire Departments	4
School Money Is Not Well Spent	3
Have to Pay to Get Community Roads Paved	2
Should Not Have to Pay for Services Not Using Like the Schools	2
Falling Home Values But Property Tax Still High	1
Fees for Town Services Are Too High	1
Poor Garbage Service	1
Annex of County Islands	1
Rittenhouse, OtherStreet Repairs Not Finished	1

Note: The number giving each response category is listed rather than the percentages due to the small numbers of dissatisfied respondents.

Table 5.4. Importance of Town Involvement in Select Programs: A Comparative Profile (%)

Question 21a-h. How important do you think it is for Gilbert to be involved in the following? Would you say that it is (1) Very Important, (2) Somewhat Important, (3) Neutral, (4) Somewhat Unimportant, or (5) Not at All Important for Gilbert to be involved in. . ?

- q21a Providing community parks and parks with a specialty focus - like dog and equestrian parks, etc.
- q21b Creating multi-purpose trails and open space.
- q21c Providing public transportation / bus service.
- q21d Providing recreation programs.
- q21e Providing community special events.
- q21f Supporting fine arts projects and programs.
- q21g Supporting historical preservation.
- q21h Providing community and educational facilities like recreation centers and riparian preserves.

Program	Mean Score	% Very ----- % Not At All Important					Don't Know
		1	2	3	4	5	
q21a Community and specialty parks	2.22	33.1	37.1	10.6	11.4	7.4	.6
q21b Multi-purpose trails and open space	2.09	34.3	39.8	13.5	7.0	5.2	.2
q21c Public transportation/bus service	2.08	37.3	35.1	14.3	7.0	5.6	.8
q21d Recreation programs	1.87	43.0	37.6	9.8	6.2	2.6	.8
q21e Community special events	2.23	25.1	45.6	14.7	8.4	5.6	.6
q21f Fine arts projects and programs	2.32	26.1	41.4	15.3	8.2	8.8	.2
q21g Historical preservation	2.06	38.0	37.3	11.4	7.2	6.0	.2
q21h Community and educational facilities	1.75	47.4	39.4	7.2	3.0	3.0	.0

Note: The mean score is the arithmetic mean of responses on the scale of 1=Very Important to 5=Not at All Important with the 'Don't Know' responses eliminated from the calculation. The lower the mean, the more important the program.

Table 5.5. Importance of Town Involvement in Community Parks and Specialty Parks (%)

Question 21a. Please tell me . . . how important you believe it is for Gilbert to be involved in the [Providing community parks and parks with a specialty focus - like dog and equestrian parks, etc.].

			% Very ----- % Not At All Important					Don't Know
			1	2	3	4	5	
		N						
Gilbert	2010	502	33.1	37.1	10.6	11.4	7.4	.6
	2009	600	44.7	38.3	9.7	4.0	2.8	.5
	2008	600	51.2	31.6	8.5	5.0	3.2	.5
	2007	602	54.8	30.1	6.6	3.3	4.3	.8
Area	North-West	214	30.8	36.4	11.7	12.1	7.5	1.4
	Central	168	32.1	40.5	10.7	9.5	7.1	
	South	118	38.1	33.9	8.5	11.9	7.6	
Length Resid	2 Yrs or Less	56	50.0	26.8	8.9	10.7	3.6	
	3 to 5 Yrs	187	31.0	39.6	11.8	9.6	7.5	.5
	Over 5 Yrs	259	30.9	37.5	10.0	12.7	8.1	.8
*Age Group	18 to 35	112	47.3	33.0	7.1	9.8	2.7	
	36 to 50	183	30.6	37.7	12.0	11.5	7.1	1.1
	51 Plus	186	28.0	38.7	11.8	11.8	9.7	
Sex	Male	239	30.5	36.8	10.9	14.2	7.1	.4
	Female	263	35.4	37.3	10.3	8.7	7.6	.8
Married?	Married	336	31.3	38.4	11.3	11.6	6.8	.6
	Not Married	160	37.5	33.1	9.4	11.3	8.1	.6
Children < 19	None	260	30.4	39.2	9.6	10.8	9.6	.4
	One	63	38.1	34.9	15.9	9.5	1.6	
	Two	100	39.0	35.0	10.0	8.0	7.0	1.0
	Three or More	76	31.6	32.9	10.5	19.7	3.9	1.3
Race	Anglo-White	432	32.6	38.0	9.7	11.8	7.2	.7
	Not Anglo	64	34.4	29.7	17.2	9.4	9.4	
Education	HS or Less	39	35.9	35.9	15.4	10.3	2.6	
	Some Coll-Voc	123	30.9	38.2	11.4	12.2	5.7	1.6
	College Grad	198	36.9	33.3	11.6	10.6	7.6	
	Postgrad Deg	137	27.7	42.3	7.3	11.7	10.2	.7
Employed?	Employed	311	37.3	34.7	10.0	11.3	6.1	.6
	Not Employed	186	25.8	40.9	11.3	11.8	9.7	.5
Income	Under \$50,000	106	34.0	35.8	13.2	10.4	6.6	
	\$50,000-\$99,999	174	30.5	43.1	10.9	12.1	3.4	
	\$100,000 Plus	149	37.6	29.5	10.7	10.1	11.4	.7

Table 5.6. Importance of Town Involvement in Multi-Purpose Trails and Open Space (%)

Question 21b. Please tell me . . . how important you believe it is for Gilbert to be involved in [Creating multi-purpose trails and open space].

			% Very ----- % Not At All Important					Don't Know
			1	2	3	4	5	
		N						
Gilbert	2010	502	34.3	39.8	13.5	7.0	5.2	.2
	2009	600	51.0	37.7	6.7	2.8	1.0	.8
	2008	600	57.5	29.8	8.0	2.8	1.7	.2
	2007	602	56.3	29.7	7.3	3.3	3.0	.3
Area	North-West	214	34.6	34.6	17.3	7.9	5.1	.5
	Central	168	31.5	45.2	9.5	7.1	6.5	
	South	118	38.1	42.4	12.7	4.2	2.5	
**Length Resid	2 Yrs or Less	56	26.8	53.6	10.7	3.6	3.6	1.8
	3 to 5 Yrs	187	39.0	32.6	18.7	4.8	4.8	
	Over 5 Yrs	259	32.4	42.1	10.4	9.3	5.8	
Age Group	18 to 35	112	37.5	37.5	17.9	5.4	1.8	
	36 to 50	183	36.6	38.3	14.2	3.8	6.6	.5
	51 Plus	186	30.1	44.1	10.2	10.2	5.4	
Sex	Male	239	30.5	40.2	14.2	7.9	6.7	.4
	Female	263	37.6	39.5	12.9	6.1	3.8	
Married?	Married	336	34.8	39.3	14.0	6.5	5.1	.3
	Not Married	160	34.4	40.6	11.9	8.1	5.0	
Children < 19	None	260	31.9	38.8	13.5	8.8	6.5	.4
	One	63	39.7	39.7	12.7	4.8	3.2	
	Two	100	42.0	37.0	11.0	5.0	5.0	
	Three or More	76	28.9	47.4	17.1	5.3	1.3	
Race	Anglo-White	432	33.3	41.2	12.7	7.2	5.3	.2
	Not Anglo	64	40.6	31.3	18.8	4.7	4.7	
*Education	HS or Less	39	30.8	25.6	28.2	10.3	2.6	2.6
	Some Coll-Voc	123	35.8	37.4	16.3	5.7	4.9	
	College Grad	198	36.4	41.9	10.1	6.1	5.6	
	Postgrad Deg	137	31.4	42.3	11.7	8.8	5.8	
Employed?	Employed	311	37.0	39.5	14.1	4.8	4.5	
	Not Employed	186	30.1	40.3	12.4	10.2	6.5	.5
*Income	Under \$50,000	106	37.7	34.0	17.0	7.5	3.8	
	\$50,000-\$99,999	174	26.4	46.6	16.7	5.7	4.0	.6
	\$100,000 Plus	149	45.6	34.2	10.1	4.7	5.4	

Table 5.7. Importance of Town Involvement in Public Transportation and Bus Service (%)

Question 21c. Please tell me . . . how important you believe it is for Gilbert to be involved in [Providing public transportation / bus service].

			% Very ----- % Not At All Important					Don't Know
N			1	2	3	4	5	
Gilbert	2010	502	37.3	35.1	14.3	7.0	5.6	.8
	2009	600	49.8	27.0	11.0	6.3	4.5	1.3
	2008	600	49.7	29.4	9.4	6.5	4.0	1.0
	2007	602	51.2	24.9	10.5	6.5	6.3	.7
	2006	600	46.8	30.3	12.2	6.0	2.7	2.0
Area	North-West	214	38.8	34.1	16.4	3.7	6.1	.9
	Central	168	34.5	36.9	13.7	10.7	3.0	1.2
	South	118	38.1	34.7	11.9	7.6	7.6	
Length Resid	2 Yrs or Less	56	37.5	39.3	7.1	12.5	1.8	1.8
	3 to 5 Yrs	187	36.9	35.3	18.2	4.8	4.8	
	Over 5 Yrs	259	37.5	34.0	13.1	7.3	6.9	1.2
Age Group	18 to 35	112	37.5	39.3	12.5	6.3	3.6	.9
	36 to 50	183	32.2	35.5	18.6	7.1	6.6	
	51 Plus	186	41.4	32.8	12.4	6.5	5.4	1.6
***Sex	Male	239	23.4	41.4	16.3	9.6	8.8	.4
	Female	263	49.8	29.3	12.5	4.6	2.7	1.1
*Married?	Married	336	33.0	36.6	17.0	6.8	6.0	.6
	Not Married	160	45.6	32.5	9.4	7.5	3.8	1.3
Children < 19	None	260	41.5	31.9	12.7	6.9	5.4	1.5
	One	63	39.7	34.9	12.7	6.3	6.3	
	Two	100	32.0	34.0	19.0	9.0	6.0	
	Three or More	76	28.9	46.1	15.8	5.3	3.9	
Race	Anglo-White	432	35.0	36.6	14.8	6.9	5.8	.9
	Not Anglo	64	51.6	26.6	10.9	7.8	3.1	
Education	HS or Less	39	46.2	28.2	15.4	5.1	5.1	
	Some Coll-Voc	123	37.4	30.9	17.9	6.5	5.7	1.6
	College Grad	198	37.9	34.3	15.2	8.1	3.5	1.0
	Postgrad Deg	137	32.8	43.1	10.2	5.8	8.0	
Employed?	Employed	311	35.7	37.0	14.8	6.4	5.5	.6
	Not Employed	186	39.2	32.8	13.4	7.5	5.9	1.1
Income	Under \$50,000	106	43.4	30.2	14.2	8.5	2.8	.9
	\$50,000-\$99,999	174	33.9	38.5	14.9	5.2	6.3	1.1
	\$100,000 Plus	149	36.2	37.6	11.4	7.4	7.4	

Table 5.8. Importance of Town Involvement in Recreation Programs (%)

Question 21d. Please tell me. . .how important you believe it is for Gilbert to be involved in [Providing recreation programs].

			% Very ----- % Not At All Important					Don't Know
N			1	2	3	4	5	
Gilbert	2010	502	43.0	37.6	9.8	6.2	2.6	.8
	2009	600	52.2	37.5	6.7	2.2	1.2	.3
Area	North-West	214	47.2	35.5	9.3	4.7	2.8	.5
	Central	168	39.3	37.5	13.7	6.5	1.8	1.2
	South	118	40.7	42.4	5.1	7.6	3.4	.8
Length Resid	2 Yrs or Less	56	46.4	35.7	12.5	1.8	3.6	
	3 to 5 Yrs	187	46.0	34.2	9.6	8.0	2.1	
	Over 5 Yrs	259	40.2	40.5	9.3	5.8	2.7	1.5
Age Group	18 to 35	112	51.8	33.0	11.6	2.7	.9	
	36 to 50	183	40.4	38.8	9.3	8.2	3.3	
	51 Plus	186	38.7	41.9	9.7	7.0	1.6	1.1
***Sex	Male	239	34.7	39.7	14.2	7.5	3.3	.4
	Female	263	50.6	35.7	5.7	4.9	1.9	1.1
Married?	Married	336	45.2	35.4	9.8	6.5	2.1	.9
	Not Married	160	39.4	41.9	10.0	5.0	3.1	.6
Children < 19	None	260	37.7	39.2	12.3	6.5	3.1	1.2
	One	63	47.6	34.9	7.9	6.3	3.2	
	Two	100	52.0	34.0	7.0	7.0		
	Three or More	76	46.1	39.5	6.6	3.9	2.6	1.3
Race	Anglo-White	432	42.1	37.7	10.2	6.3	3.0	.7
	Not Anglo	64	50.0	35.9	7.8	4.7		1.6
Education	HS or Less	39	43.6	41.0	7.7	5.1		2.6
	Some Coll-Voc	123	43.1	42.3	10.6	3.3	.8	
	College Grad	198	45.5	30.8	12.6	7.6	2.5	1.0
	Postgrad Deg	137	39.4	42.3	5.8	6.6	5.1	.7
Employed?	Employed	311	45.0	36.0	9.6	6.4	2.9	
	Not Employed	186	39.2	40.3	10.2	5.9	2.2	2.2
Income	Under \$50,000	106	46.2	35.8	11.3	4.7	1.9	
	\$50,000-\$99,999	174	42.5	38.5	10.9	6.9		1.1
	\$100,000 Plus	149	47.0	34.9	8.7	5.4	4.0	

Table 5.9. Importance of Town Involvement in Providing Community Special Events (%)

Question 21e. Please tell me. . .how important you believe it is for Gilbert to be involved in [Providing community special events]. *Denoted as "special community events in 2007 and 2008.

			% Very ----- % Not At All Important					Don't Know
		N	1	2	3	4	5	
Gilbert	2010	502	25.1	45.6	14.7	8.4	5.6	.6
	2009	600	36.3	46.2	9.7	5.0	2.5	.3
	2008	600	36.0	43.8	13.2	4.8	2.2	
	2007	602	39.7	41.7	10.1	4.8	3.3	.3
Area	North-West	214	26.6	43.0	14.5	8.4	6.5	.9
	Central	168	22.6	47.6	18.5	7.7	3.6	
	South	118	26.3	48.3	10.2	8.5	5.9	.8
*Length Resid	2 Yrs or Less	56	28.6	42.9	21.4		7.1	
	3 to 5 Yrs	187	31.0	44.9	13.9	6.4	3.7	
	Over 5 Yrs	259	20.1	46.7	13.9	11.6	6.6	1.2
Age Group	18 to 35	112	33.9	41.1	17.9	4.5	2.7	
	36 to 50	183	23.5	47.5	15.3	7.1	6.0	.5
	51 Plus	186	21.5	47.3	11.3	11.8	7.0	1.1
Sex	Male	239	20.9	44.8	15.9	10.5	7.5	.4
	Female	263	28.9	46.4	13.7	6.5	3.8	.8
Married?	Married	336	23.5	46.7	15.8	8.3	5.1	.6
	Not Married	160	28.1	43.8	13.1	8.8	6.3	
Children < 19	None	260	21.2	43.5	16.9	10.8	7.3	.4
	One	63	20.6	54.0	14.3	6.3	4.8	
	Two	100	37.0	39.0	12.0	8.0	3.0	1.0
	Three or More	76	26.3	55.3	11.8	2.6	2.6	1.3
Race	Anglo-White	432	25.0	45.1	15.0	8.8	5.6	.5
	Not Anglo	64	25.0	48.4	14.1	6.3	6.3	
Education	HS or Less	39	30.8	48.7	10.3	5.1	5.1	
	Some Coll-Voc	123	25.2	49.6	15.4	7.3	1.6	.8
	College Grad	198	23.7	42.9	18.2	8.1	7.1	
	Postgrad Deg	137	25.5	44.5	10.9	10.9	7.3	.7
**Employed?	Employed	311	26.7	47.6	15.8	6.4	3.2	.3
	Not Employed	186	21.5	43.0	13.4	11.3	9.7	1.1
Income	Under \$50,000	106	31.1	41.5	18.9	3.8	4.7	
	\$50,000-\$99,999	174	25.3	47.7	13.8	8.0	4.6	.6
	\$100,000 Plus	149	24.8	45.0	14.1	9.4	6.0	.7

Table 5.10. Importance of Town Involvement in Fine Arts Projects and Programs (%)

Question 21f. Please tell me. . .how important you believe it is for Gilbert to be involved in [Supporting fine arts projects and programs].

			% Very ----- % Not At All Important					Don't Know
N			1	2	3	4	5	
Gilbert	2010	502	26.1	41.4	15.3	8.2	8.8	.2
	2009	600	32.3	43.8	13.5	6.0	4.0	.3
	2008	600	38.8	36.6	13.0	7.5	3.7	.3
	2007	602	38.0	40.5	8.8	7.0	5.1	.5
	2006	600	41.2	41.5	10.5	2.8	3.7	.3
Area	North-West	214	30.4	36.0	17.3	7.0	8.9	.5
	Central	168	20.8	46.4	14.3	8.3	10.1	
	South	118	26.3	44.9	13.6	9.3	5.9	
Length Resid	2 Yrs or Less	56	28.6	48.2	10.7	3.6	8.9	
	3 to 5 Yrs	187	27.8	40.6	14.4	8.6	8.6	
	Over 5 Yrs	259	24.3	40.5	17.0	8.9	8.9	.4
*Age Group	18 to 35	112	36.6	39.3	11.6	6.3	6.3	
	36 to 50	183	19.1	42.1	19.1	7.7	12.0	
	51 Plus	186	26.3	43.0	14.0	9.7	6.5	.5
***Sex	Male	239	19.2	42.3	15.5	10.5	12.6	
	Female	263	32.3	40.7	15.2	6.1	5.3	.4
*Married?	Married	336	22.0	44.6	14.6	8.9	9.5	.3
	Not Married	160	33.8	35.6	17.5	6.9	6.3	
Children < 19	None	260	27.3	38.1	16.5	8.8	8.8	.4
	One	63	28.6	47.6	11.1	6.3	6.3	
	Two	100	25.0	39.0	15.0	7.0	14.0	
	Three or More	76	21.1	52.6	15.8	7.9	2.6	
Race	Anglo-White	432	25.2	41.0	15.7	8.8	9.0	.2
	Not Anglo	64	32.8	42.2	14.1	4.7	6.3	
Education	HS or Less	39	28.2	43.6	17.9	5.1	5.1	
	Some Coll-Voc	123	28.5	37.4	17.1	9.8	7.3	
	College Grad	198	24.2	42.4	13.6	7.1	12.1	.5
	Postgrad Deg	137	26.3	43.1	15.3	9.5	5.8	
Employed?	Employed	311	27.7	41.2	14.8	7.7	8.7	
	Not Employed	186	23.1	43.0	15.6	9.1	8.6	.5
*Income	Under \$50,000	106	38.7	34.0	13.2	11.3	2.8	
	\$50,000-\$99,999	174	25.9	43.1	16.1	6.9	8.0	
	\$100,000 Plus	149	20.8	45.0	17.4	6.7	10.1	

Table 5.11. Importance of Town Involvement in Historical Preservation (%)

Question 21g. Please tell me. . .how important you believe it is for Gilbert to be involved in [Supporting historical preservation].

			% Very ----- % Not At All Important					Don't Know
			1	2	3	4	5	
		N						
Gilbert	2010	502	38.0	37.3	11.4	7.2	6.0	.2
	2009	600	44.8	37.3	12.2	3.8	1.3	.5
	2008	600	49.5	36.5	7.5	4.0	2.0	.5
	2007	602	52.2	31.9	7.5	5.6	2.5	.3
	2006	600	48.2	39.3	6.8	2.7	1.8	1.2
Area	North-West	214	43.0	31.3	13.1	7.5	5.1	
	Central	168	32.1	42.3	9.5	7.1	8.3	.6
	South	118	36.4	41.5	11.0	6.8	4.2	
Length Resid	2 Yrs or Less	56	41.1	39.3	10.7	5.4	3.6	
	3 to 5 Yrs	187	36.9	36.9	13.4	7.5	4.8	.5
	Over 5 Yrs	259	38.2	37.1	10.0	7.3	7.3	
Age Group	18 to 35	112	41.1	38.4	12.5	3.6	4.5	
	36 to 50	183	33.3	42.1	12.0	7.1	5.5	
	51 Plus	186	39.8	33.3	10.2	9.1	7.0	.5
*Sex	Male	239	31.4	39.3	13.8	7.9	7.5	
	Female	263	44.1	35.4	9.1	6.5	4.6	.4
Married?	Married	336	35.4	39.6	11.0	7.7	6.3	
	Not Married	160	43.8	31.9	12.5	6.3	5.0	.6
Children < 19	None	260	38.8	32.7	14.2	5.8	8.1	.4
	One	63	49.2	36.5	4.8	7.9	1.6	
	Two	100	38.0	38.0	10.0	9.0	5.0	
	Three or More	76	27.6	52.6	9.2	7.9	2.6	
Race	Anglo-White	432	36.6	36.6	11.8	8.1	6.7	.2
	Not Anglo	64	45.3	42.2	9.4	1.6	1.6	
*Education	HS or Less	39	43.6	30.8	7.7	7.7	7.7	2.6
	Some Coll-Voc	123	46.3	30.9	8.9	9.8	4.1	
	College Grad	198	32.3	39.9	13.1	7.1	7.6	
	Postgrad Deg	137	35.8	41.6	12.4	5.1	5.1	
Employed?	Employed	311	39.9	37.6	12.2	6.1	4.2	
	Not Employed	186	34.4	37.1	9.7	9.1	9.1	.5
Income	Under \$50,000	106	40.6	35.8	12.3	6.6	4.7	
	\$50,000-\$99,999	174	39.1	37.9	10.3	6.3	6.3	
	\$100,000 Plus	149	38.3	38.9	11.4	6.7	4.7	

Table 5.12. Importance of Town Involvement in Facilities Like Recreation Centers and Riparian Preserves (%)

Question 21h. Please tell me. . .how important you believe it is for Gilbert to be involved in [Providing community and educational facilities like recreation centers and riparian preserves].

			% Very ----- % Not At All Important				
		N	1	2	3	4	5
Gilbert	2010	502	47.4	39.4	7.2	3.0	3.0
	2009	600	60.8	32.7	4.5	1.0	.7
	2008	600	68.4	25.3	3.3	2.0	1.0
	2007	602	66.9	23.3	5.5	2.2	2.0
Area	North-West	214	45.3	42.1	5.1	4.7	2.8
	Central	168	47.6	38.1	10.7	1.8	1.8
	South	118	50.8	37.3	5.9	1.7	4.2
Length Resid	2 Yrs or Less	56	44.6	42.9	7.1	3.6	1.8
	3 to 5 Yrs	187	51.3	34.8	8.6	1.1	4.3
	Over 5 Yrs	259	45.2	42.1	6.2	4.2	2.3
Age Group	18 to 35	112	53.6	34.8	8.0	1.8	1.8
	36 to 50	183	43.2	42.6	7.1	2.7	4.4
	51 Plus	186	46.2	40.9	7.0	4.3	1.6
*Sex	Male	239	40.2	44.4	7.9	2.9	4.6
	Female	263	54.0	35.0	6.5	3.0	1.5
Married?	Married	336	47.0	41.1	7.4	2.1	2.4
	Not Married	160	48.1	36.9	6.9	4.4	3.8
Children < 19	None	260	42.7	41.2	8.1	4.6	3.5
	One	63	50.8	41.3	4.8	1.6	1.6
	Two	100	50.0	37.0	9.0	1.0	3.0
	Three or More	76	56.6	36.8	3.9	1.3	1.3
*Race	Anglo-White	432	44.9	41.2	7.4	3.0	3.5
	Not Anglo	64	64.1	26.6	6.3	3.1	
Education	HS or Less	39	56.4	30.8	10.3	2.6	
	Some Coll-Voc	123	55.3	37.4	4.1	2.4	.8
	College Grad	198	43.9	38.9	10.6	2.0	4.5
	Postgrad Deg	137	42.3	45.3	4.4	4.4	3.6
Employed?	Employed	311	50.5	36.3	7.1	2.9	3.2
	Not Employed	186	41.4	45.7	7.5	3.2	2.2
Income	Under \$50,000	106	49.1	38.7	6.6	2.8	2.8
	\$50,000-\$99,999	174	47.1	40.8	8.0	3.4	.6
	\$100,000 Plus	149	48.3	40.3	5.4	2.0	4.0

Table 5.13. Preferred Allocation of Tax Dollars on Services: A Comparative Profile (%)

Question 24a-i. Now I am going to read a number of items and I would like to know if you think the Town should be spending more, spending about the same, or spending less tax dollars as now on each item.

Service/Policy Area	More	Same	Less	Don't Know
24a. Fire Department	22.9	70.5	3.0	3.6
24b. Police Department	24.5	67.1	4.8	3.6
24c. Developing older downtown Gilbert	20.3	42.8	31.5	5.4
24d. Repairing and maintaining streets	14.3	75.7	7.6	2.4
24e. Water & sewer facilities	9.2	82.1	3.0	5.8
24f. Parks facilities	10.4	72.7	13.1	3.8
24g. Recreation programs and facilities	15.5	63.3	15.9	5.2
24h. Library	18.5	69.5	5.2	6.8
24i. Public transportation / bus service	30.1	40.4	15.1	14.3

Table 5.14. Preferred Allocation of Tax Dollars: Fire Department (%)

Question 24a. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [the Fire Department]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	22.9	70.5	3.0	3.6
	2009	600	27.7	61.5	3.0	7.8
	2008	600	27.8	64.4	3.5	4.3
	2007	602	33.2	58.6	1.2	7.0
	2006	600	36.5	53.5	1.0	9.0
Area	North-West	214	25.7	65.9	4.2	4.2
	Central	168	17.9	75.6	2.4	4.2
	South	118	25.4	71.2	1.7	1.7
Length Resid	2 Yrs or Less	56	17.9	76.8	1.8	3.6
	3 to 5 Yrs	187	20.3	71.1	4.3	4.3
	Over 5 Yrs	259	25.9	68.7	2.3	3.1
Age Group	18 to 35	112	20.5	72.3	.9	6.3
	36 to 50	183	24.0	70.5	2.7	2.7
	51 Plus	186	24.2	70.4	3.2	2.2
Sex	Male	239	19.2	72.8	4.6	3.3
	Female	263	26.2	68.4	1.5	3.8
Married?	Married	336	22.9	71.7	3.0	2.4
	Not Married	160	23.1	68.8	3.1	5.0
Children < 19	None	260	23.8	70.0	3.1	3.1
	One	63	25.4	68.3	4.8	1.6
	Two	100	25.0	66.0	2.0	7.0
	Three or More	76	15.8	81.6	2.6	
Race	Anglo-White	432	21.8	70.6	3.5	4.2
	Not Anglo	64	28.1	71.9		
Education	HS or Less	39	20.5	71.8	2.6	5.1
	Some Coll-Voc	123	20.3	74.0	2.4	3.3
	College Grad	198	22.2	71.2	3.5	3.0
	Postgrad Deg	137	27.0	66.4	2.9	3.6
Employed?	Employed	311	23.8	69.8	2.9	3.5
	Not Employed	186	21.5	72.0	3.2	3.2
Income	Under \$50,000	106	22.6	71.7	.9	4.7
	\$50,000-\$99,999	174	24.1	70.1	3.4	2.3
	\$100,000 Plus	149	25.5	69.1	3.4	2.0

Table 5.15. Preferred Allocation of Tax Dollars: Police Department (%)

Question 24b. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [the Police Department]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	24.5	67.1	4.8	3.6
	2009	600	36.0	52.3	4.0	7.7
	2008	600	40.0	52.3	3.3	4.3
	2007	602	39.7	52.7	1.5	6.1
	2006	600	49.8	41.8	1.5	6.8
Area	North-West	214	24.8	66.4	5.1	3.7
	Central	168	22.0	68.5	5.4	4.2
	South	118	27.1	66.9	3.4	2.5
*Length Resid	2 Yrs or Less	56	19.6	71.4	1.8	7.1
	3 to 5 Yrs	187	23.0	65.2	8.6	3.2
	Over 5 Yrs	259	26.6	67.6	2.7	3.1
**Age Group	18 to 35	112	25.9	61.6	3.6	8.9
	36 to 50	183	26.2	65.6	6.6	1.6
	51 Plus	186	21.5	73.1	3.2	2.2
Sex	Male	239	23.4	68.2	5.4	2.9
	Female	263	25.5	66.2	4.2	4.2
Married?	Married	336	24.1	68.5	4.8	2.7
	Not Married	160	25.6	65.0	5.0	4.4
Children < 19	None	260	25.4	68.5	3.8	2.3
	One	63	31.7	63.5	4.8	
	Two	100	24.0	65.0	6.0	5.0
	Three or More	76	17.1	69.7	6.6	6.6
Race	Anglo-White	432	23.8	67.1	5.3	3.7
	Not Anglo	64	26.6	71.9	1.6	
Education	HS or Less	39	17.9	76.9	2.6	2.6
	Some Coll-Voc	123	20.3	69.9	4.1	5.7
	College Grad	198	24.7	66.7	6.1	2.5
	Postgrad Deg	137	29.9	62.8	4.4	2.9
Employed?	Employed	311	27.7	64.3	4.8	3.2
	Not Employed	186	19.4	72.0	4.8	3.8
Income	Under \$50,000	106	19.8	71.7	3.8	4.7
	\$50,000-\$99,999	174	28.2	64.4	4.6	2.9
	\$100,000 Plus	149	27.5	65.1	6.0	1.3

Table 5.16. Preferred Allocation of Tax Dollars: Developing Older Downtown Gilbert (%)

Question 24c. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [Developing older downtown Gilbert]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	20.3	42.8	31.5	5.4
	2009	600	29.7	38.3	24.5	7.5
	2008	600	31.6	46.3	19.1	3.0
	2007	602	28.7	47.2	17.3	6.8
	2006	600	30.3	47.3	13.3	9.0
**Area	North-West	214	23.8	41.6	29.4	5.1
	Central	168	20.8	45.8	25.6	7.7
	South	118	13.6	39.8	44.1	2.5
Length Resid	2 Yrs or Less	56	28.6	41.1	23.2	7.1
	3 to 5 Yrs	187	20.3	44.4	30.5	4.8
	Over 5 Yrs	259	18.5	42.1	34.0	5.4
*Age Group	18 to 35	112	29.5	36.6	27.7	6.3
	36 to 50	183	21.3	42.1	33.9	2.7
	51 Plus	186	14.0	48.4	31.2	6.5
*Sex	Male	239	20.5	38.9	36.8	3.8
	Female	263	20.2	46.4	26.6	6.8
Married?	Married	336	21.1	43.5	31.8	3.6
	Not Married	160	18.8	41.9	31.3	8.1
Children < 19	None	260	18.1	42.3	32.3	7.3
	One	63	30.2	47.6	22.2	
	Two	100	18.0	42.0	33.0	7.0
	Three or More	76	22.4	43.4	34.2	
**Race	Anglo-White	432	18.1	43.3	32.9	5.8
	Not Anglo	64	35.9	40.6	21.9	1.6
Education	HS or Less	39	20.5	51.3	23.1	5.1
	Some Coll-Voc	123	25.2	46.3	22.0	6.5
	College Grad	198	19.2	39.4	36.9	4.5
	Postgrad Deg	137	17.5	42.3	35.8	4.4
Employed?	Employed	311	20.6	45.7	30.2	3.5
	Not Employed	186	19.9	38.2	33.9	8.1
*Income	Under \$50,000	106	23.6	41.5	25.5	9.4
	\$50,000-\$99,999	174	20.7	46.0	30.5	2.9
	\$100,000 Plus	149	22.1	40.9	35.6	1.3

Table 5.17. Preferred Allocation of Tax Dollars: Repairing and Maintaining Streets (%)

Question 24d. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [Repairing and maintaining streets]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	14.3	75.7	7.6	2.4
	2009	600	24.2	67.5	3.7	4.7
	2008	600	28.6	67.7	2.3	1.3
	2007	602	36.7	56.1	2.5	4.7
	2006	600	32.3	61.3	1.8	4.5
**Area	North-West	214	10.3	79.4	9.3	.9
	Central	168	13.1	75.6	6.5	4.8
	South	118	23.7	68.6	5.9	1.7
Length Resid	2 Yrs or Less	56	8.9	83.9	5.4	1.8
	3 to 5 Yrs	187	13.9	72.2	10.2	3.7
	Over 5 Yrs	259	15.8	76.4	6.2	1.5
*Age Group	18 to 35	112	19.6	67.0	9.8	3.6
	36 to 50	183	13.7	73.8	10.4	2.2
	51 Plus	186	12.9	82.8	3.2	1.1
Sex	Male	239	14.6	75.7	7.5	2.1
	Female	263	14.1	75.7	7.6	2.7
Married?	Married	336	12.5	77.7	8.3	1.5
	Not Married	160	18.1	72.5	5.6	3.8
Children < 19	None	260	14.2	76.5	7.3	1.9
	One	63	17.5	74.6	7.9	
	Two	100	13.0	72.0	9.0	6.0
	Three or More	76	13.2	80.3	6.6	
Race	Anglo-White	432	14.1	75.2	7.9	2.8
	Not Anglo	64	15.6	78.1	6.3	
Education	HS or Less	39	17.9	76.9	2.6	2.6
	Some Coll-Voc	123	17.9	72.4	7.3	2.4
	College Grad	198	14.6	77.3	6.6	1.5
	Postgrad Deg	137	10.2	75.9	10.9	2.9
Employed?	Employed	311	15.8	74.0	7.7	2.6
	Not Employed	186	12.4	79.0	7.0	1.6
Income	Under \$50,000	106	19.8	71.7	6.6	1.9
	\$50,000-\$99,999	174	13.2	78.2	7.5	1.1
	\$100,000 Plus	149	10.7	77.2	10.1	2.0

Table 5.18. Preferred Allocation of Tax Dollars: Water and Sewer Facilities (%)

Question 24e. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [Water and sewer facilities]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	9.2	82.1	3.0	5.8
	2009	600	11.5	76.2	2.3	10.0
	2008	600	17.4	74.7	2.3	5.5
	2007	602	18.3	71.3	2.5	8.0
	2006	600	20.7	69.0	1.7	8.7
Area	North-West	214	9.3	84.1	2.3	4.2
	Central	168	7.1	81.0	3.6	8.3
	South	118	11.9	79.7	3.4	5.1
Length Resid	2 Yrs or Less	56	7.1	82.1	1.8	8.9
	3 to 5 Yrs	187	7.0	83.4	3.7	5.9
	Over 5 Yrs	259	11.2	81.1	2.7	5.0
Age Group	18 to 35	112	5.4	82.1	3.6	8.9
	36 to 50	183	8.2	85.2	2.7	3.8
	51 Plus	186	12.4	79.6	2.7	5.4
Sex	Male	239	8.8	85.4	2.9	2.9
	Female	263	9.5	79.1	3.0	8.4
Married?	Married	336	8.6	84.2	2.7	4.5
	Not Married	160	10.6	78.1	3.8	7.5
Children < 19	None	260	10.4	78.5	5.0	6.2
	One	63	7.9	90.5	1.6	
	Two	100	9.0	83.0	1.0	7.0
	Three or More	76	6.6	88.2		5.3
Race	Anglo-White	432	8.6	82.9	3.0	5.6
	Not Anglo	64	12.5	78.1	3.1	6.3
Education	HS or Less	39	12.8	82.1		5.1
	Some Coll-Voc	123	8.1	81.3	4.1	6.5
	College Grad	198	7.1	84.8	3.0	5.1
	Postgrad Deg	137	12.4	78.8	2.9	5.8
Employed?	Employed	311	8.0	84.9	2.6	4.5
	Not Employed	186	10.8	78.0	3.8	7.5
Income	Under \$50,000	106	8.5	79.2	3.8	8.5
	\$50,000-\$99,999	174	9.8	84.5	2.9	2.9
	\$100,000 Plus	149	8.1	85.2	3.4	3.4

Table 5.19. Preferred Allocation of Tax Dollars: Parks (%)

Question 24f. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [Parks facilities]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	10.4	72.7	13.1	3.8
	2009	600	17.2	71.8	5.2	5.8
Area	North-West	214	9.8	72.4	13.6	4.2
	Central	168	9.5	73.8	11.9	4.8
	South	118	12.7	71.2	14.4	1.7
Length Resid	2 Yrs or Less	56	12.5	69.6	14.3	3.6
	3 to 5 Yrs	187	12.3	71.1	12.3	4.3
	Over 5 Yrs	259	8.5	74.5	13.5	3.5
**Age Group	18 to 35	112	17.0	65.2	13.4	4.5
	36 to 50	183	12.0	73.2	13.7	1.1
	51 Plus	186	4.8	77.4	12.4	5.4
*Sex	Male	239	10.0	70.7	17.2	2.1
	Female	263	10.6	74.5	9.5	5.3
Married?	Married	336	10.1	75.0	12.8	2.1
	Not Married	160	11.3	68.8	13.1	6.9
*Children < 19	None	260	7.3	72.3	15.4	5.0
	One	63	17.5	68.3	14.3	
	Two	100	16.0	71.0	8.0	5.0
	Three or More	76	7.9	81.6	10.5	
*Race	Anglo-White	432	9.0	73.6	13.0	4.4
	Not Anglo	64	20.3	65.6	14.1	
Education	HS or Less	39	7.7	74.4	12.8	5.1
	Some Coll-Voc	123	9.8	77.2	9.8	3.3
	College Grad	198	13.6	66.7	16.7	3.0
	Postgrad Deg	137	7.3	77.4	10.9	4.4
**Employed?	Employed	311	12.5	73.3	12.2	1.9
	Not Employed	186	6.5	72.0	15.1	6.5
**Income	Under \$50,000	106	14.2	68.9	8.5	8.5
	\$50,000-\$99,999	174	10.3	73.0	14.9	1.7
	\$100,000 Plus	149	10.7	75.8	12.8	.7

Table 5.20. Preferred Allocation of Tax Dollars: Recreation Programs and Facilities (%)

Question 24g. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [Recreation programs and facilities]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	15.5	63.3	15.9	5.2
	2009	600	21.3	63.7	9.5	5.5
Area	North-West	214	13.1	66.8	14.0	6.1
	Central	168	17.3	60.7	15.5	6.5
	South	118	17.8	60.2	20.3	1.7
Length Resid	2 Yrs or Less	56	16.1	62.5	16.1	5.4
	3 to 5 Yrs	187	16.6	62.0	17.1	4.3
	Over 5 Yrs	259	14.7	64.5	15.1	5.8
***Age Group	18 to 35	112	22.3	60.7	11.6	5.4
	36 to 50	183	19.1	58.5	20.8	1.6
	51 Plus	186	6.5	72.6	13.4	7.5
**Sex	Male	239	12.1	61.9	21.8	4.2
	Female	263	18.6	64.6	10.6	6.1
Married?	Married	336	16.1	64.3	16.1	3.6
	Not Married	160	14.4	61.9	15.6	8.1
***Children < 19	None	260	8.5	67.3	17.3	6.9
	One	63	23.8	58.7	14.3	3.2
	Two	100	28.0	52.0	15.0	5.0
	Three or More	76	17.1	71.1	11.8	
**Race	Anglo-White	432	13.4	64.1	16.7	5.8
	Not Anglo	64	29.7	56.3	12.5	1.6
Education	HS or Less	39	15.4	61.5	12.8	10.3
	Some Coll-Voc	123	14.6	68.3	10.6	6.5
	College Grad	198	16.7	59.1	20.7	3.5
	Postgrad Deg	137	15.3	65.0	15.3	4.4
**Employed?	Employed	311	19.0	62.1	15.8	3.2
	Not Employed	186	9.7	65.6	16.7	8.1
*Income	Under \$50,000	106	16.0	63.2	12.3	8.5
	\$50,000-\$99,999	174	19.5	60.9	14.4	5.2
	\$100,000 Plus	149	15.4	64.4	19.5	.7

Table 5.21. Preferred Allocation of Tax Dollars: Library (%)

Question 24h. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [the Library]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	18.5	69.5	5.2	6.8
	2009	600	23.8	64.3	5.3	6.5
Area	North-West	214	18.2	67.3	6.5	7.9
	Central	168	16.1	73.2	3.6	7.1
	South	118	22.9	67.8	5.1	4.2
Length Resid	2 Yrs or Less	56	12.5	76.8	3.6	7.1
	3 to 5 Yrs	187	22.5	65.2	5.3	7.0
	Over 5 Yrs	259	17.0	71.0	5.4	6.6
Age Group	18 to 35	112	17.0	68.8	5.4	8.9
	36 to 50	183	23.0	68.9	3.8	4.4
	51 Plus	186	15.1	72.0	4.8	8.1
Sex	Male	239	17.6	68.6	6.7	7.1
	Female	263	19.4	70.3	3.8	6.5
Married?	Married	336	19.3	71.1	3.9	5.7
	Not Married	160	16.9	67.5	7.5	8.1
Children < 19	None	260	15.8	68.5	6.9	8.8
	One	63	22.2	69.8	3.2	4.8
	Two	100	21.0	69.0	4.0	6.0
	Three or More	76	22.4	75.0	1.3	1.3
**Race	Anglo-White	432	16.2	70.8	5.8	7.2
	Not Anglo	64	34.4	59.4	1.6	4.7
**Education	HS or Less	39	15.4	74.4		10.3
	Some Coll-Voc	123	18.7	76.4	.8	4.1
	College Grad	198	14.1	70.2	9.1	6.6
	Postgrad Deg	137	25.5	61.3	5.1	8.0
Employed?	Employed	311	18.0	71.1	4.8	6.1
	Not Employed	186	18.3	68.8	5.9	7.0
Income	Under \$50,000	106	20.8	67.9	3.8	7.5
	\$50,000-\$99,999	174	19.0	72.4	2.3	6.3
	\$100,000 Plus	149	20.1	67.8	7.4	4.7

Table 5.22. Preferred Allocation of Tax Dollars: Public Transit (%)

Question 24i. [Should] the Town be spending more, spending about the same, or spending less tax dollars as now on [Public transportation / bus service]?

		N	More	Same	Less	Don't Know
Gilbert	2010	502	30.1	40.4	15.1	14.3
	2009	600	34.8	37.0	12.8	15.3
	2008	600	40.3	39.0	11.2	9.5
	2007	602	38.2	38.2	11.8	11.8
	2006	600	39.0	34.8	11.8	14.3
Area	North-West	214	29.4	42.5	13.6	14.5
	Central	168	28.6	44.0	13.1	14.3
	South	118	33.1	32.2	20.3	14.4
Length Resid	2 Yrs or Less	56	19.6	48.2	14.3	17.9
	3 to 5 Yrs	187	32.6	38.0	18.7	10.7
	Over 5 Yrs	259	30.5	40.5	12.7	16.2
**Age Group	18 to 35	112	27.7	45.5	17.0	9.8
	36 to 50	183	30.6	40.4	19.7	9.3
	51 Plus	186	31.7	38.7	8.6	21.0
**Sex	Male	239	25.1	44.4	19.2	11.3
	Female	263	34.6	36.9	11.4	17.1
Married?	Married	336	28.6	42.9	15.8	12.8
	Not Married	160	32.5	36.9	13.1	17.5
Children < 19	None	260	31.9	38.8	12.7	16.5
	One	63	36.5	42.9	15.9	4.8
	Two	100	24.0	39.0	20.0	17.0
	Three or More	76	27.6	46.1	15.8	10.5
*Race	Anglo-White	432	27.8	42.1	15.7	14.4
	Not Anglo	64	46.9	32.8	10.9	9.4
Education	HS or Less	39	33.3	41.0	5.1	20.5
	Some Coll-Voc	123	30.9	40.7	15.4	13.0
	College Grad	198	30.8	39.4	17.2	12.6
	Postgrad Deg	137	27.0	42.3	14.6	16.1
Employed?	Employed	311	29.9	40.5	17.4	12.2
	Not Employed	186	30.1	40.9	11.8	17.2
Income	Under \$50,000	106	31.1	37.7	11.3	19.8
	\$50,000-\$99,999	174	31.0	40.2	15.5	13.2
	\$100,000 Plus	149	28.2	45.0	17.4	9.4

6. Evaluation of Town Services

In the final set of substantive questions, Gilbert respondents evaluated sixteen Town services and were asked to cite specific causes of dissatisfaction with those services. We asked them which two Town services are most important, which community events they attend, how often they use the Town's parks and recreational facilities, which facilities are used, and what reasons they have for infrequent use of the parks and facilities. Finally, respondents were asked how safe they feel their residence is, how safe they are personally from crimes of violence, and how safe they feel when driving.

Evaluation of Service Delivery

The 502 respondents rated all sixteen services on a scale of 1=Very Satisfied, 2=Somewhat Satisfied, 3=Somewhat Dissatisfied, and 4=Very Dissatisfied. A mean score was calculated with 'No opinion' responses excluded. A 1.00 is the highest rating possible and 4.00 the lowest. The mean score is used to rank services because it factors in the intensity of satisfaction and dissatisfaction and bases the rankings only on the responses of those who have an opinion of each service. Table 6.1 shows the rank-order of services from most to least satisfactory.

Service	2010 Mean Score	2009 Mean Score	2008 Mean Score	2007 Mean Score
Fire Department	1.27	1.31	1.27	1.30
Garbage Collection	1.27	1.35	1.32	1.40
Police Department	1.40	1.46	1.39	1.44
Uncontained Refuse Collection	1.40	1.49	1.45	1.57
Recycling Program	1.41	1.46	1.38	1.46
Parks	1.42	1.42	*	*
Library	1.44	1.45	*	*
Recreation	1.62	1.60	*	*
Nuisance Removal	1.63	1.66	1.68	1.65
Water	1.69	1.65	1.55	1.63
Street Repair and Maintenance	1.77	1.79	1.76	1.88
Traffic Movement	1.88	1.96	1.98	2.16
Building Code Enforcement	1.89	1.85	1.77	1.73
Planning and Zoning	1.94	1.92	1.89	1.94
Economic Development	2.00	1.98	1.86	1.79
Public Transportation, Buses	2.38	2.42	2.29	2.40

* Evaluation of parks and recreation were combined until 2008 so comparisons cannot be made for 2008 and 2007. Similarly, the library was added in 2009 and there is no data for comparison with 2008 and 2007.

Satisfaction is close to last year's levels with several services improving on the mean satisfaction score.

Dissatisfaction with service is felt by relatively small percentages of residents, with the exception that nearly one-

quarter of Gilbert respondents are dissatisfied with public transportation. See Table 6.1.

Tables 6.2 through 6.17 display the crosstabulated evaluations for these service areas. Below are listed the overall results and any significant subgroup variances in satisfaction.

Street Repair and Maintenance

As seen in Table 6.2, satisfaction with street repair and maintenance has changed little since last year and remains ranked eleventh in overall satisfaction among 16 services. Among Gilbert respondents

- 37.8% are very satisfied with street repair and maintenance.
- 48.4% are generally satisfied,
- 9.8% are somewhat dissatisfied,
- 2.8% are very dissatisfied, and
- 1.2% have no opinion.

Relatively higher satisfaction levels are found among Anglos, the not employed, and those with two or more children at home.

Movement of Traffic

Table 6.3 shows that Gilbert respondents continue to see improvements in the movement of traffic. Traffic has risen to rank twelfth among the 16 services in satisfaction. Among respondents,

- 30.3% are very satisfied,
- 52.8% are generally satisfied,
- 13.7% are somewhat dissatisfied,
- 2.4% are very dissatisfied, and
- .8% have no opinion.

Higher percentages of respondents aged 18 to 35 and 51 or older are satisfied with traffic movement.

Building Code Enforcement

Respondents were again less satisfied with the Town's enforcement of its building code. Enforcement dropped to thirteenth in resident satisfaction, with 41.2% having no opinion. Table 6.4's data indicate that

- 15.5% are very satisfied,
- 36.5% are generally satisfied,
- 4.6% are somewhat dissatisfied,
- 2.2% are very dissatisfied, and
- 41.2% have no opinion.

Male residents are more satisfied with code enforcement than are females.

Water

Satisfaction with water has declined again since last year and it ranks tenth among services. Table 6.5 demonstrates that

- 45.8% are very satisfied with the Town water,
- 42.4% are generally satisfied,
- 6.8% are somewhat dissatisfied,
- 4.0% are very dissatisfied, and
- 1.0% have no opinion.

Satisfaction with Gilbert water is slightly higher among employed respondents.

Garbage Collection

Garbage collection is tied with the Fire department for first place among the 16 services in respondent satisfaction which increased to 97%. As seen in Table 6.6,

- 74.9% are very satisfied with garbage service,
- 22.1% are generally satisfied,
- 1.4% are somewhat dissatisfied,
- .6% are very dissatisfied, and
- 1.0% have no opinion.

Respondents aged 51 and older lightly more satisfied than their counterparts with Gilbert's garbage collection service.

Recycling

The data in Table 6.7 shows that recycling remained in fifth place in respondent satisfaction.

- 60.6% are very satisfied with the recycling program,
- 33.5% are generally satisfied,
- 2.8% are somewhat dissatisfied,
- .4% are very dissatisfied, and
- 2.8% have no opinion.

Satisfaction is uniform across demographic subgroups.

Removal of Weeds, Junk Cars, and Similar Annoyances

Table 6.8 shows that nuisance removal improved to rank ninth in respondent satisfaction. Today,

- 43.0% are very satisfied with nuisance removal,
- 39.8% are generally satisfied,
- 6.2% are somewhat dissatisfied,
- 1.8% are very dissatisfied, and
- 9.2% have no opinion.

Parks

Parks in Gilbert dropped from third to sixth place among the 16 services rated but was in a cluster of services very close in their mean satisfaction scores. Table 6.9 shows that,

- 60.6% are very satisfied,
- 35.1% are generally satisfied,
- 2.0% are somewhat dissatisfied,
- .6% are very dissatisfied, and
- 1.8% have no opinion.

Satisfaction with parks is higher among Anglo respondents.

Recreation

Table 6.10 shows that recreation remains in eighth place in resident satisfaction among 16 Town services. Overall,

- 38.8% are very satisfied,
- 47.4% are generally satisfied,
- 3.8% are somewhat dissatisfied,
- .4% are very dissatisfied, and
- 9.6% have no opinion.

Respondents with two or more children are relatively more satisfied with Gilbert's recreation opportunities.

Library

Table 6.11 shows that the library ranks seventh in resident satisfaction, but was one of a cluster of services that earned scores very close together.

- 51.6% are very satisfied,
- 31.1% are generally satisfied,
- 2.2% are somewhat dissatisfied,
- .8% are very dissatisfied, and
- 14.3% have no opinion.

Satisfaction with Gilbert's library increased with age and length of residence. It is higher among those with two or more children at home.

Fire Department

Gilbert's Fire Department is tied with Garbage Collection for first place among services in respondent satisfaction, which increases with age and length of residence. Table 6.12 shows that

- 69.9% are very satisfied with the Fire Department,
- 24.1% are generally satisfied,
- .6% are somewhat dissatisfied,
- .0% are very dissatisfied, and
- 5.4% have no opinion.

Police Department

Gilbert's Police Department now ties with Uncontained Refuse Collection for third rank in respondent satisfaction. Table 6.13 shows that among the 502 respondents,

- 65.1% are very satisfied,
- 27.9% are generally satisfied,
- 2.8% are somewhat dissatisfied,
- 1.8% are very dissatisfied, and
- 2.4% have no opinion.

Planning and Zoning

Planning and Zoning ranks fourteenth in satisfaction among services. Married respondents are more satisfied than the unmarried. Table 6.14 shows that

- 18.7% are very satisfied,
- 43.8% are generally satisfied,
- 8.4% are somewhat dissatisfied,
- 3.0% are very dissatisfied, and
- 26.1% have no opinion.

Uncontained Refuse Collection

Uncontained refuse collection has improved from seventh rank to tie with the Police Department for third place to fourth rank among services in respondent satisfaction. Table 6.15 shows that

- 60.4% are very satisfied,
- 28.9% are generally satisfied,
- 2.6% are somewhat dissatisfied,
- 1.2% are very dissatisfied, and
- 7.0% have no opinion.

Satisfaction increases with length of residence.

Economic Development

Economic development remains in fifteenth place among services but two of every three respondents were satisfied with the Town's efforts in this area. As seen in Table 6.16,

- 17.1% are very satisfied with the Town's promotion of economic development,
- 51.4% are generally satisfied,
- 11.6% are somewhat dissatisfied,
- 2.8% are very dissatisfied, and
- 17.1% have no opinion.

Satisfaction with economic development is higher among female and married respondents, those with two or more children, and those with incomes of \$100,000 or more.

Public Transportation and Bus Service

Once again public transportation is ranked last or sixteenth in satisfaction among services. Nearly half have no opinion on public transportation which may indicate little experience using it. Table 6.17 shows that

- 6.4% are very satisfied,
- 29.1% are generally satisfied,
- 10.2% are somewhat dissatisfied,
- 8.4% are very dissatisfied, and
- 46.0% have no opinion.

Ratings of public transportation and bus service are higher among Anglo respondents.

Reasons for Dissatisfaction

Respondents who expressed dissatisfaction were asked to volunteer why they felt that way. The lack of frequent bus service remains the most cited reason for dissatisfaction (by 11.4% compared to nearly 14.7% last year). Traffic, street, and public transportation issues together were cited by 47.2% of respondents. Table 6.18 details 129 specific reasons for dissatisfaction by service areas. Again, the responses were more

dispersed and specific than in the past. Five reasons were listed by 5% or more of all respondents. These are:

<u>Reason</u>	<u>N</u>	<u>% of All</u>
Lack of frequent bus service	57	11.2
Need for more routes, bus stops in outlying areas	38	7.6
Poor planning of development	35	7.0
Inadequate nuisance removal	28	5.6
Lack of quality development, jobs	26	5.2

Top Service Priorities

Gilbert respondents placed emphasis on police and fire services, street repairs, public transportation, recreation programs, and internet service when asked which services should be the top priorities for the Town.

Table 6.19 shows that the following services were listed by 5% or more.

- 66.3% Police
- 51.2% Fire
- 19.5% Street Repair and Maintenance
- 13.3% Public Transportation
- 12.5% Recreation Programs
- 11.2% Internet Service
- 7.4% Downtown Development
- 7.0% Library
- 7.0% Emergency Services

Participation in Community Events, Recreational Programs, and Usage of Parks and Recreation

We asked about attendance at Gilbert's community special events, enrollment in recreational programs, usage of Town parks or recreation facilities, reasons for not using these programs and facilities, and the specific parks or recreational facilities used by respondents.

Table 6.20 shows that the respondents recalled attendance in 23 community events. Some respondents were uncertain about the precise name for events, and some events mentioned were sponsored by churches or private organizations. The events mentioned by 5% or more include those listed below.

- 39.8% Gilbert Days
- 13.0% Fireworks, 4th of July
- 8.0% Concerts in the Park
- 5.4% Holiday Nights of Light
- 5.4% Events at Freestone Park, General
- 5.2% Halloween Event

Table 6.21 lists the 11 general recreation programs and leagues, 26 specific sport and athletic classes, and 15 craft and other classes and programs in which respondents or their family members have participated. Again, not all are Town-sponsored. Five items were cited by 5% or more of all respondents.

- 7.4% Swimming classes
- 5.4% Soccer
- 5.2% Dance classes
- 5.0% General fitness programs at the Recreation Centers
- 5.0% Children's programs and classes

Table 6.22 indicates that over eight in 10 Gilbert respondents use Town parks and recreational facilities either frequently or a few times a year. These usage rates have not changed in recent years.

- 31.3% Weekly or More Frequent Usage
- 30.7% 1 to 2 Times a Month
- 19.7% 3 to 4 Times a Year
- 18.3% No Usage.

Respondents aged 18 to 50, the employed, the married, those resident 3 to 5 years, those with children at home, and those with incomes of \$50,000 or more are the most frequent users of Gilbert's parks and recreation facilities.

Table 6.23 lists the 27 parks and recreation facilities cited by 311 frequent users as the facilities they use. Those mentioned by 5% or more of all respondents are listed below.

- 37.2% Freestone Park
- 14.8% Cosmo Dog Park
- 12.6% Discovery Park
- 10.2% Basins, Riparian Preserves
- 6.6% Neighborhood Facilities and Parks
- 5.0% McQueen Park

Table 6.24 lists the seven personal and six program/facility reasons for limited participation given by the 189 respondents whose households have little or no usage of parks and recreation facilities. The top three reasons given are:

<u>Personal Reason</u>	<u>N</u>	<u>% of All</u>
Lack of time, Too busy	51	10.3
Age, Health Concerns	24	4.8
Not interested	23	4.6
 <u>Facility Reason</u>		
Use Own or HOA facilities	41	8.2

Of the reasons given for nonparticipation, 131 cited personal issues and preferences and 59 listed concerns about programs and facilities. Only 21 involved perceived inadequacies of Town facilities and programs.

Residential, Personal, and Driving Safety

A solid 95% or more of Gilbert respondents feel safe in their homes, from personal attacks, and also feel safe when driving on Gilbert's streets. As seen in Tables 6.25, 6.26, and 6.27

- 54.0% feel their residence is very safe from vandalism, burglary, or theft,
- 42.4% feel their home is generally safe,
- 3.0% feel it is somewhat unsafe,
- .2% feel it is very unsafe, and
- .4% have no opinion.

- 61.2% feel they personally are very safe from attack or being held up,
- 37.3% feel generally safe,
- 1.0% feel somewhat unsafe, and
- .6% have no opinion.

- 56.8% feel they are safe driving on Gilbert's streets,
- 39.2% feel generally safe,
- 1.8% feel somewhat unsafe,
- .6% feel very unsafe, and
- 1.6% have no opinion.

The only significant intergroup differences are that males feel somewhat safer from violent crimes and the employed, married, and respondents with two or more children at home feel safer driving on Gilbert streets.

Table 6.1. Satisfaction with Services Delivery by Gilbert: A Comparative Profile (%)

Question 22a-p. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's services in each of the following areas. [Services ranked by mean satisfaction score from high to low satisfaction based on respondents' evaluations.]

Questions 22a to 22p. Service Areas	Mean Score	% Very Satisfied----->% Very Dissatisfied				Don't Know
		1	2	3	4	
Garbage Collection	1.27	74.9	22.1	1.4	.6	1.0
Fire Department	1.27	69.9	24.1	.6	.0	5.4
Police Department	1.40	65.1	27.9	2.8	1.8	2.4
Uncontained Refuse Collection	1.40	60.4	28.9	2.6	1.2	7.0
Recycling Program	1.41	60.6	33.5	2.8	.4	2.8
Parks	1.42	60.6	35.1	2.0	.6	1.8
Library	1.44	51.6	31.1	2.2	.8	14.3
Recreation	1.62	38.8	47.4	3.8	.4	9.6
Nuisance Removal (Weeds, Cars, Etc.)	1.63	43.0	39.8	6.2	1.8	9.2
Water	1.69	45.8	42.4	6.8	4.0	1.0
Street Repair & Maintenance	1.77	37.8	48.4	9.8	2.8	1.2
Movement of Traffic	1.88	30.3	52.8	13.7	2.4	.8
Building Code Enforcement	1.89	15.5	36.5	4.6	2.2	41.2
Planning & Zoning	1.94	18.7	43.8	8.4	3.0	26.1
Economic Development	2.00	17.1	51.4	11.6	2.8	17.1
Public Transportation, Bus Service	2.38	6.4	29.1	10.2	8.4	46.0

Note: The Mean Satisfaction Score is the arithmetic mean of the responses with the Don't Know responses eliminated from the calculation. The mean is calculated by multiplying the number of respondents giving each answer (from 1=Very Satisfied to 4=Very Dissatisfied) by the answer's point value, adding the total number of points from the four categories, then dividing the total by the number of respondents who were able to assess the service.

Table 6.2. Satisfaction: Street Repair and Maintenance (%)

Question 22a. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's street repair and maintenance.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
			1	2	3	4	
		N					
Gilbert	2010	502	37.8	48.4	9.8	2.8	1.2
	2009	600	36.2	49.8	9.3	3.2	1.5
	2008	600	38.8	48.0	8.7	3.3	1.2
	2007	602	38.7	40.2	13.8	6.3	1.0
	2006	600	35.3	50.8	9.2	3.3	1.3
Area	North-West	214	42.5	43.9	10.3	2.3	.9
	Central	168	38.1	49.4	8.3	3.0	1.2
	South	118	28.8	55.1	11.0	3.4	1.7
Length Resid	2 Yrs or Less	56	35.7	57.1	3.6	1.8	1.8
	3 to 5 Yrs	187	40.1	49.7	8.6	1.1	.5
	Over 5 Yrs	259	36.7	45.6	12.0	4.2	1.5
Age Group	18 to 35	112	35.7	50.9	10.7	2.7	
	36 to 50	183	34.4	52.5	10.4	2.2	.5
	51 Plus	186	43.5	43.5	7.0	3.2	2.7
Sex	Male	239	37.2	46.9	10.9	3.8	1.3
	Female	263	38.4	49.8	8.7	1.9	1.1
Married?	Married	336	40.5	46.4	10.1	2.1	.9
	Not Married	160	32.5	53.1	8.1	4.4	1.9
*Children < 19	None	260	36.9	48.5	8.5	4.2	1.9
	One	63	33.3	42.9	22.2	1.6	
	Two	100	41.0	49.0	8.0	2.0	
	Three or More	76	42.1	51.3	5.3		1.3
**Race	Anglo-White	432	39.1	47.7	9.7	3.0	.5
	Not Anglo	64	32.8	50.0	9.4	1.6	6.3
Education	HS or Less	39	48.7	41.0	7.7	2.6	
	Some Coll-Voc	123	47.2	43.1	5.7	2.4	1.6
	College Grad	198	35.4	49.5	11.1	3.5	.5
	Postgrad Deg	137	30.7	54.0	10.9	2.2	2.2
**Employed?	Employed	311	35.7	50.2	10.9	3.2	
	Not Employed	186	41.4	45.7	7.5	2.2	3.2
Income	Under \$50,000	106	37.7	51.9	6.6	2.8	.9
	\$50,000-\$99,999	174	37.4	52.3	6.9	2.3	1.1
	\$100,000 Plus	149	40.9	43.0	12.1	2.7	1.3

Table 6.3. Satisfaction: Movement of Traffic (%)

Question 22b. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's movement of traffic.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	30.3	52.8	13.7	2.4	.8
	2009	600	25.5	55.0	16.7	2.3	.5
	2008	600	29.6	47.0	16.7	5.7	1.0
	2007	602	23.1	46.3	19.9	9.6	1.0
	2006	600	16.3	50.8	22.0	8.5	2.3
Area	North-West	214	29.9	52.3	14.5	1.9	1.4
	Central	168	32.7	50.0	13.7	3.0	.6
	South	118	28.0	56.8	12.7	2.5	
Length Resid	2 Yrs or Less	56	33.9	53.6	7.1	3.6	1.8
	3 to 5 Yrs	187	27.8	56.1	13.4	2.1	.5
	Over 5 Yrs	259	31.3	50.2	15.4	2.3	.8
*Age Group	18 to 35	112	35.7	48.2	14.3	1.8	
	36 to 50	183	22.4	57.4	17.5	2.2	.5
	51 Plus	186	34.4	54.3	7.5	2.7	1.1
Sex	Male	239	31.8	48.5	16.7	2.5	.4
	Female	263	28.9	56.7	11.0	2.3	1.1
Married?	Married	336	31.0	53.3	13.4	2.4	
	Not Married	160	29.4	51.9	13.8	2.5	2.5
Children < 19	None	260	30.4	52.7	12.7	3.1	1.2
	One	63	31.7	47.6	19.0		1.6
	Two	100	31.0	56.0	12.0	1.0	
	Three or More	76	27.6	55.3	13.2	3.9	
Race	Anglo-White	432	30.8	51.9	14.4	2.1	.9
	Not Anglo	64	29.7	54.7	10.9	4.7	
Education	HS or Less	39	35.9	43.6	17.9	2.6	
	Some Coll-Voc	123	31.7	54.5	11.4	1.6	.8
	College Grad	198	29.8	54.0	12.6	2.5	1.0
	Postgrad Deg	137	29.2	51.1	16.8	2.2	.7
Employed?	Employed	311	29.9	52.7	14.8	2.3	.3
	Not Employed	186	31.2	53.2	11.8	2.2	1.6
Income	Under \$50,000	106	32.1	55.7	8.5	2.8	.9
	\$50,000-\$99,999	174	31.0	51.1	17.8		
	\$100,000 Plus	149	29.5	55.7	10.7	3.4	.7

Table 6.4. Satisfaction: Building Code Enforcement (%)

Question 22c. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's building code enforcement.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	15.5	36.5	4.6	2.2	41.2
	2009	600	16.5	33.3	2.8	2.7	44.7
	2008	600	22.6	33.3	5.2	1.5	37.5
	2007	602	27.1	34.6	5.1	1.8	31.4
	2006	600	19.3	39.7	5.0	1.7	34.3
Area	North-West	214	17.3	35.0	5.6	1.9	40.2
	Central	168	14.3	38.1	4.2	3.6	39.9
	South	118	14.4	37.3	3.4	.8	44.1
Length Resid	2 Yrs or Less	56	8.9	37.5	1.8	3.6	48.2
	3 to 5 Yrs	187	17.6	34.2	3.7	2.7	41.7
	Over 5 Yrs	259	15.4	37.8	5.8	1.5	39.4
Age Group	18 to 35	112	18.8	39.3	3.6	1.8	36.6
	36 to 50	183	13.1	40.4	2.7	2.2	41.5
	51 Plus	186	17.2	34.4	7.0	1.1	40.3
**Sex	Male	239	18.0	41.8	3.8	2.9	33.5
	Female	263	13.3	31.6	5.3	1.5	48.3
Married?	Married	336	16.7	39.3	4.5	2.1	37.5
	Not Married	160	13.1	31.9	4.4	1.9	48.8
Children < 19	None	260	16.9	33.8	5.8	1.9	41.5
	One	63	12.7	38.1	4.8	3.2	41.3
	Two	100	16.0	37.0	2.0	2.0	43.0
	Three or More	76	13.2	44.7	3.9	1.3	36.8
Race	Anglo-White	432	16.7	35.9	4.9	2.1	40.5
	Not Anglo	64	9.4	40.6	3.1	3.1	43.8
Education	HS or Less	39	23.1	41.0	2.6		33.3
	Some Coll-Voc	123	15.4	40.7	4.1	.8	39.0
	College Grad	198	12.6	37.9	5.1	3.5	40.9
	Postgrad Deg	137	17.5	29.9	4.4	1.5	46.7
Employed?	Employed	311	16.1	38.3	3.9	1.9	39.9
	Not Employed	186	14.5	33.9	5.9	2.2	43.5
Income	Under \$50,000	106	15.1	37.7	5.7	.9	40.6
	\$50,000-\$99,999	174	15.5	42.5	5.7	1.1	35.1
	\$100,000 Plus	149	20.8	35.6	2.0	2.0	39.6

Table 6.5. Satisfaction: Water (%)

Question 22d. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's water.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	45.8	42.4	6.8	4.0	1.0
	2009	600	45.7	43.2	5.8	2.8	2.5
	2008	600	53.7	37.8	4.3	2.7	1.5
	2007	602	50.2	38.7	5.1	4.3	1.7
	2006	600	41.2	47.5	5.0	3.0	3.3
Area	North-West	214	45.3	41.6	6.5	5.6	.9
	Central	168	45.8	44.0	6.0	3.6	.6
	South	118	45.8	42.4	8.5	1.7	1.7
Length Resid	2 Yrs or Less	56	50.0	41.1	7.1		1.8
	3 to 5 Yrs	187	47.1	40.1	7.0	4.8	1.1
	Over 5 Yrs	259	44.0	44.4	6.6	4.2	.8
Age Group	18 to 35	112	53.6	41.1	.9	2.7	1.8
	36 to 50	183	41.5	47.5	7.1	3.3	.5
	51 Plus	186	45.7	38.7	10.2	4.3	1.1
Sex	Male	239	50.2	41.0	5.0	2.9	.8
	Female	263	41.8	43.7	8.4	4.9	1.1
Married?	Married	336	48.2	41.4	6.8	3.0	.6
	Not Married	160	41.3	44.4	6.9	6.3	1.3
Children < 19	None	260	43.5	41.9	7.7	5.8	1.2
	One	63	42.9	47.6	7.9	1.6	
	Two	100	51.0	39.0	6.0	3.0	1.0
	Three or More	76	50.0	44.7	3.9	1.3	
Race	Anglo-White	432	45.8	42.8	6.7	3.5	1.2
	Not Anglo	64	45.3	39.1	7.8	7.8	
Education	HS or Less	39	38.5	53.8	7.7		
	Some Coll-Voc	123	41.5	42.3	9.8	5.7	.8
	College Grad	198	49.0	40.4	6.1	3.0	1.5
	Postgrad Deg	137	48.2	40.9	5.1	5.1	.7
*Employed?	Employed	311	44.4	46.3	4.8	3.2	1.3
	Not Employed	186	47.3	36.6	10.2	5.4	.5
Income	Under \$50,000	106	46.2	41.5	8.5	2.8	.9
	\$50,000-\$99,999	174	47.1	40.8	7.5	4.6	
	\$100,000 Plus	149	47.0	44.3	4.0	3.4	1.3

Table 6.6. Satisfaction: Garbage Collection (%)

Question 22e. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's garbage collection.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	74.9	22.1	1.4	.6	1.0
	2009	600	67.5	28.8	2.5	.3	.8
	2008	600	70.7	26.4	1.5	.8	.5
	2007	602	65.3	30.1	3.2	1.0	.5
	2006	600	59.7	35.5	3.3	.7	.8
Area	North-West	214	72.0	25.2	1.4	.9	.5
	Central	168	76.8	21.4	.6	.6	.6
	South	118	78.0	17.8	2.5		1.7
Length Resid	2 Yrs or Less	56	69.6	28.6			1.8
	3 to 5 Yrs	187	74.9	24.6	.5		
	Over 5 Yrs	259	76.1	18.9	2.3	1.2	1.5
*Age Group	18 to 35	112	72.3	25.9	1.8		
	36 to 50	183	72.1	26.8	.5		.5
	51 Plus	186	80.1	15.1	1.6	1.6	1.6
Sex	Male	239	78.2	18.4	1.7	.8	.8
	Female	263	71.9	25.5	1.1	.4	1.1
Married?	Married	336	74.4	22.9	1.2	.6	.9
	Not Married	160	75.6	20.6	1.9	.6	1.3
Children < 19	None	260	75.4	20.0	1.9	1.2	1.5
	One	63	73.0	23.8	1.6		1.6
	Two	100	73.0	27.0			
	Three or More	76	77.6	21.1	1.3		
Race	Anglo-White	432	75.7	21.3	1.4	.7	.9
	Not Anglo	64	71.9	28.1			
Education	HS or Less	39	74.4	25.6			
	Some Coll-Voc	123	74.8	21.1	2.4		1.6
	College Grad	198	75.3	21.7	2.0	.5	.5
	Postgrad Deg	137	74.5	22.6		1.5	1.5
Employed?	Employed	311	74.0	24.1	1.3		.6
	Not Employed	186	75.8	19.4	1.6	1.6	1.6
Income	Under \$50,000	106	75.5	22.6	1.9		
	\$50,000-\$99,999	174	77.0	18.4	2.3	1.7	.6
	\$100,000 Plus	149	77.2	22.1			.7

Table 6.7. Satisfaction: Recycling Program (%)

Question 22f. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's recycling program.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	60.6	33.5	2.8	.4	2.8
	2009	600	59.7	32.7	3.8	1.5	2.3
	2008	600	65.4	28.9	2.3	1.2	2.2
	2007	602	58.3	33.7	3.5	1.2	3.3
	2006	600	59.5	32.5	4.0	1.3	2.7
Area	North-West	214	60.7	34.1	1.9		3.3
	Central	168	60.7	33.9	3.6		1.8
	South	118	61.0	31.4	3.4	1.7	2.5
Length Resid	2 Yrs or Less	56	50.0	39.3	5.4		5.4
	3 to 5 Yrs	187	65.8	28.9	1.6	1.1	2.7
	Over 5 Yrs	259	59.1	35.5	3.1		2.3
Age Group	18 to 35	112	55.4	39.3	2.7		2.7
	36 to 50	183	55.7	37.2	3.8	1.1	2.2
	51 Plus	186	67.7	27.4	1.6		3.2
Sex	Male	239	56.5	38.1	2.9		2.5
	Female	263	64.3	29.3	2.7	.8	3.0
Married?	Married	336	61.6	32.7	2.7	.6	2.4
	Not Married	160	59.4	34.4	3.1		3.1
Children < 19	None	260	59.2	33.8	2.7	.4	3.8
	One	63	57.1	38.1	3.2		1.6
	Two	100	62.0	29.0	5.0	1.0	3.0
	Three or More	76	65.8	34.2			
Race	Anglo-White	432	61.1	33.3	2.8	.2	2.5
	Not Anglo	64	57.8	34.4	3.1	1.6	3.1
Education	HS or Less	39	59.0	35.9	5.1		
	Some Coll-Voc	123	59.3	35.8	1.6		3.3
	College Grad	198	60.6	34.3	1.5	.5	3.0
	Postgrad Deg	137	63.5	28.5	5.1	.7	2.2
Employed?	Employed	311	59.8	34.7	3.2	.3	1.9
	Not Employed	186	62.9	30.6	2.2	.5	3.8
Income	Under \$50,000	106	65.1	28.3	2.8		3.8
	\$50,000-\$99,999	174	60.9	33.3	2.3		3.4
	\$100,000 Plus	149	63.1	32.2	3.4	1.3	

Table 6.8. Satisfaction: Removal of Weeds, Junk Cars, and Similar Annoyances (%)

Question 22g. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's removal of weeds, junk cars, and similar annoyances.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
			1	2	3	4	
		N					
Gilbert	2010	502	43.0	39.8	6.2	1.8	9.2
	2009	600	38.7	40.8	4.5	2.5	13.5
	2008	600	38.6	40.6	7.7	1.2	11.9
	2007	602	42.9	38.7	4.2	3.8	10.5
	2006	600	39.3	43.8	3.5	2.3	11.0
Area	North-West	214	43.5	40.2	5.6	.9	9.8
	Central	168	39.9	40.5	5.4	3.6	10.7
	South	118	47.5	39.0	8.5	.8	4.2
Length Resid	2 Yrs or Less	56	35.7	51.8	3.6		8.9
	3 to 5 Yrs	187	41.2	39.0	7.5	2.1	10.2
	Over 5 Yrs	259	45.9	37.8	5.8	1.9	8.5
Age Group	18 to 35	112	41.1	43.8	5.4	1.8	8.0
	36 to 50	183	40.4	42.1	7.1	1.6	8.7
	51 Plus	186	47.3	36.0	6.5	2.2	8.1
Sex	Male	239	43.1	40.6	5.9	1.7	8.8
	Female	263	43.0	39.2	6.5	1.9	9.5
Married?	Married	336	41.7	42.9	5.4	1.8	8.3
	Not Married	160	46.3	35.0	7.5	1.9	9.4
Children < 19	None	260	44.6	38.1	7.3	2.3	7.7
	One	63	34.9	39.7	7.9		17.5
	Two	100	47.0	36.0	6.0	3.0	8.0
	Three or More	76	39.5	52.6	1.3		6.6
Race	Anglo-White	432	43.3	39.8	5.8	1.9	9.3
	Not Anglo	64	42.2	42.2	6.3	1.6	7.8
Education	HS or Less	39	38.5	41.0	5.1	5.1	10.3
	Some Coll-Voc	123	47.2	35.0	7.3	.8	9.8
	College Grad	198	39.9	41.9	6.6	2.0	9.6
	Postgrad Deg	137	46.0	40.9	4.4	1.5	7.3
Employed?	Employed	311	44.4	38.9	6.1	1.3	9.3
	Not Employed	186	40.9	41.4	6.5	2.7	8.6
Income	Under \$50,000	106	45.3	40.6	5.7	2.8	5.7
	\$50,000-\$99,999	174	43.1	40.8	4.6	2.3	9.2
	\$100,000 Plus	149	45.6	39.6	7.4	.7	6.7

Table 6.9. Satisfaction: Parks (%)

Question 22h. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's parks.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	60.6	35.1	2.0	.6	1.8
	2009	600	57.5	36.3	1.5	.2	4.5
Area	North-West	214	60.3	36.0	1.4	.5	1.9
	Central	168	60.1	35.1	1.8	.6	2.4
	South	118	61.0	33.9	3.4	.8	.8
Length Resid	2 Yrs or Less	56	60.7	35.7	1.8		1.8
	3 to 5 Yrs	187	60.4	34.8	3.2	.5	1.1
	Over 5 Yrs	259	60.6	35.1	1.2	.8	2.3
Age Group	18 to 35	112	61.6	34.8	2.7		.9
	36 to 50	183	57.4	38.3	2.7	.5	1.1
	51 Plus	186	62.9	32.3	1.1	1.1	2.7
Sex	Male	239	56.9	39.3	1.7	.8	1.3
	Female	263	63.9	31.2	2.3	.4	2.3
Married?	Married	336	60.7	36.0	2.1	.3	.9
	Not Married	160	60.6	33.1	1.9	1.3	3.1
Children < 19	None	260	59.2	34.6	1.9	1.2	3.1
	One	63	60.3	39.7			
	Two	100	59.0	37.0	4.0		
	Three or More	76	69.7	28.9	1.3		
**Race	Anglo-White	432	61.3	35.0	1.2	.5	2.1
	Not Anglo	64	56.3	34.4	7.8	1.6	
Education	HS or Less	39	66.7	28.2	2.6		2.6
	Some Coll-Voc	123	62.6	32.5	2.4	.8	1.6
	College Grad	198	59.1	36.9	1.5	.5	2.0
	Postgrad Deg	137	59.1	36.5	2.2	.7	1.5
Employed?	Employed	311	60.5	36.3	2.3	.3	.6
	Not Employed	186	60.8	32.8	1.6	1.1	3.8
Income	Under \$50,000	106	61.3	34.0	2.8	.9	.9
	\$50,000-\$99,999	174	59.2	37.9	1.7	.6	.6
	\$100,000 Plus	149	65.8	30.9	2.7		.7

Table 6.10. Satisfaction: Recreation (%)

Question 22i. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's recreation.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	38.8	47.4	3.8	.4	9.6
	2009	600	41.3	45.2	3.7	.5	9.3
Area	North-West	214	40.7	47.7	2.8	.5	8.4
	Central	168	38.7	47.0	3.0		11.3
	South	118	36.4	47.5	6.8	.8	8.5
Length Resid	2 Yrs or Less	56	39.3	42.9	3.6		14.3
	3 to 5 Yrs	187	43.9	44.4	4.3		7.5
	Over 5 Yrs	259	35.1	50.6	3.5	.8	10.0
Age Group	18 to 35	112	38.4	50.9	5.4	.9	4.5
	36 to 50	183	38.3	47.5	5.5		8.7
	51 Plus	186	41.4	44.1	1.1	.5	12.9
Sex	Male	239	33.9	51.0	3.8	.8	10.5
	Female	263	43.3	44.1	3.8		8.7
Married?	Married	336	39.0	48.5	4.5	.3	7.7
	Not Married	160	39.4	44.4	2.5		13.8
*Children < 19	None	260	35.8	48.8	2.7	.4	12.3
	One	63	31.7	52.4	3.2		12.7
	Two	100	52.0	37.0	7.0		4.0
	Three or More	76	39.5	51.3	3.9		5.3
Race	Anglo-White	432	38.7	47.9	3.2	.5	9.7
	Not Anglo	64	42.2	42.2	7.8		7.8
Education	HS or Less	39	38.5	51.3	2.6		7.7
	Some Coll-Voc	123	38.2	48.8	2.4		10.6
	College Grad	198	39.4	46.5	4.5	1.0	8.6
	Postgrad Deg	137	39.4	46.0	4.4		10.2
Employed?	Employed	311	37.6	49.8	3.9	.3	8.4
	Not Employed	186	40.3	43.5	3.8	.5	11.8
Income	Under \$50,000	106	42.5	48.1	2.8		6.6
	\$50,000-\$99,999	174	39.1	46.0	4.0	.6	10.3
	\$100,000 Plus	149	40.9	43.6	5.4		10.1

Tables 6.11. Satisfaction: Library (%)

Question 22j. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's library.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	51.6	31.1	2.2	.8	14.3
	2009	600	51.2	29.0	4.3	.2	15.3
Area	North-West	214	55.6	27.6	2.3	.9	13.6
	Central	168	46.4	35.7	3.0	.6	14.3
	South	118	50.8	31.4	.8	.8	16.1
*Length Resid	2 Yrs or Less	56	39.3	32.1	3.6		25.0
	3 to 5 Yrs	187	47.1	37.4	2.7		12.8
	Over 5 Yrs	259	57.5	26.3	1.5	1.5	13.1
*Age Group	18 to 35	112	43.8	36.6	3.6	.9	15.2
	36 to 50	183	48.1	33.3	3.8		14.8
	51 Plus	186	59.7	25.8		1.1	13.4
*Sex	Male	239	47.7	31.4	1.3	.8	18.8
	Female	263	55.1	30.8	3.0	.8	10.3
Married?	Married	336	53.9	31.0	2.7	.6	11.9
	Not Married	160	47.5	31.9	1.3	.6	18.8
***Children < 19	None	260	49.2	30.4		1.2	19.2
	One	63	50.8	25.4	6.3		17.5
	Two	100	53.0	34.0	3.0		10.0
	Three or More	76	59.2	34.2	5.3		1.3
Race	Anglo-White	432	51.9	31.0	1.9	.7	14.6
	Not Anglo	64	50.0	31.3	4.7	1.6	12.5
Education	HS or Less	39	66.7	17.9			15.4
	Some Coll-Voc	123	52.8	32.5	3.3		11.4
	College Grad	198	48.0	33.8	2.0	1.0	15.2
	Postgrad Deg	137	51.1	29.9	2.2	1.5	15.3
Employed?	Employed	311	47.9	33.4	2.3	.3	16.1
	Not Employed	186	58.6	26.9	1.6	1.6	11.3
Income	Under \$50,000	106	54.7	31.1	2.8		11.3
	\$50,000-\$99,999	174	52.3	31.6	2.9	.6	12.6
	\$100,000 Plus	149	50.3	28.9	1.3	.7	18.8

Table 6.12. Satisfaction: Fire Department (%)

Question 22k. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's fire department.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
			1	2	3	4	
		N					
Gilbert	2010	502	69.9	24.1	.6	.0	5.4
	2009	600	64.3	26.5	.7	.2	.2
	2008	600	69.9	23.6	.5	.2	.2
	2007	602	69.1	25.4	.5	.8	.8
	2006	600	64.7	26.8	1.0	.2	.2
Area	North-West	214	68.7	24.8	.9		5.6
	Central	168	69.6	23.2			7.1
	South	118	72.9	24.6	.8		1.7
*Length Resid	2 Yrs or Less	56	51.8	35.7	1.8		10.7
	3 to 5 Yrs	187	70.6	24.1	1.1		4.3
	Over 5 Yrs	259	73.4	21.6			5.0
*Age Group	18 to 35	112	69.6	23.2			7.1
	36 to 50	183	65.0	29.5	1.6		3.8
	51 Plus	186	76.3	20.4			3.2
Sex	Male	239	67.4	25.5	.8		6.3
	Female	263	72.2	22.8	.4		4.6
Married?	Married	336	70.5	24.7	.6		4.2
	Not Married	160	68.8	22.5	.6		8.1
Children < 19	None	260	68.5	24.2	.8		6.5
	One	63	76.2	17.5			6.3
	Two	100	69.0	28.0			3.0
	Three or More	76	71.1	23.7	1.3		3.9
Race	Anglo-White	432	70.6	22.9	.7		5.8
	Not Anglo	64	65.6	31.3			3.1
Education	HS or Less	39	82.1	12.8	2.6		2.6
	Some Coll-Voc	123	67.5	27.6	.8		4.1
	College Grad	198	70.7	22.7	.5		6.1
	Postgrad Deg	137	68.6	24.8			6.6
Employed?	Employed	311	68.8	25.1	.6		5.5
	Not Employed	186	71.5	22.6	.5		5.4
Income	Under \$50,000	106	74.5	19.8			5.7
	\$50,000-\$99,999	174	72.4	20.1	1.7		5.7
	\$100,000 Plus	149	68.5	28.9			2.7

Table 6.13. Satisfaction: Police Department (%)

Question 22I. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's police department.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	65.1	27.9	2.8	1.8	2.4
	2009	600	57.3	34.0	4.0	.8	3.8
	2008	600	65.1	27.1	2.5	1.8	3.5
	2007	602	61.6	29.4	3.7	1.8	3.5
	2006	600	58.2	34.7	2.7	1.2	3.3
Area	North-West	214	64.0	27.6	3.3	1.9	3.3
	Central	168	64.3	29.8	1.8	2.4	1.8
	South	118	68.6	26.3	2.5	.8	1.7
*Length Resid	2 Yrs or Less	56	53.6	33.9	1.8	1.8	8.9
	3 to 5 Yrs	187	68.4	23.5	3.2	3.2	1.6
	Over 5 Yrs	259	65.3	29.7	2.7	.8	1.5
Age Group	18 to 35	112	67.0	27.7	.9	1.8	2.7
	36 to 50	183	62.3	29.5	3.8	2.2	2.2
	51 Plus	186	67.2	26.9	2.7	1.1	2.2
Sex	Male	239	63.6	31.4	2.5	1.3	1.3
	Female	263	66.5	24.7	3.0	2.3	3.4
Married?	Married	336	65.2	28.0	2.7	1.5	2.7
	Not Married	160	65.0	27.5	3.1	2.5	1.9
Children < 19	None	260	64.2	29.2	2.7	1.5	2.3
	One	63	61.9	23.8	7.9	3.2	3.2
	Two	100	67.0	26.0		3.0	4.0
	Three or More	76	68.4	28.9	2.6		
Race	Anglo-White	432	66.4	26.4	3.0	1.6	2.5
	Not Anglo	64	60.9	32.8	1.6	3.1	1.6
Education	HS or Less	39	71.8	28.2			
	Some Coll-Voc	123	65.9	27.6	2.4	1.6	2.4
	College Grad	198	62.6	27.8	3.0	3.0	3.5
	Postgrad Deg	137	67.2	27.0	3.6	.7	1.5
Employed?	Employed	311	66.6	27.0	2.9	2.3	1.3
	Not Employed	186	62.9	29.0	2.7	1.1	4.3
Income	Under \$50,000	106	64.2	29.2	.9	.9	4.7
	\$50,000-\$99,999	174	64.9	26.4	5.7	1.7	1.1
	\$100,000 Plus	149	70.5	26.8	1.3	.7	.7

Table 6.14. Satisfaction: Planning and Zoning (%)

Question 22m. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's planning and zoning.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	18.7	43.8	8.4	3.0	26.1
	2009	600	20.8	45.5	8.3	3.2	22.2
	2008	600	25.8	41.5	11.4	2.7	18.7
	2007	602	25.4	45.2	11.8	4.3	13.3
	2006	600	24.3	45.2	8.7	3.0	18.8
Area	North-West	214	20.1	41.1	9.3	5.1	24.3
	Central	168	17.9	43.5	6.5	1.8	30.4
	South	118	17.8	49.2	9.3	.8	22.9
Length Resid	2 Yrs or Less	56	21.4	44.6	1.8	1.8	30.4
	3 to 5 Yrs	187	19.3	46.5	10.2	1.1	23.0
	Over 5 Yrs	259	17.8	41.7	8.5	4.6	27.4
Age Group	18 to 35	112	21.4	43.8	8.0	.9	25.9
	36 to 50	183	19.1	51.4	8.2	1.6	19.7
	51 Plus	186	17.7	37.6	9.1	5.4	30.1
Sex	Male	239	21.3	43.1	9.2	3.8	22.6
	Female	263	16.3	44.5	7.6	2.3	29.3
*Married?	Married	336	20.5	45.5	9.8	2.7	21.4
	Not Married	160	15.0	41.3	5.6	3.8	34.4
Children < 19	None	260	17.3	38.8	9.2	5.0	29.6
	One	63	17.5	47.6	6.3	1.6	27.0
	Two	100	20.0	48.0	7.0		25.0
	Three or More	76	23.7	52.6	9.2	1.3	13.2
Race	Anglo-White	432	20.1	42.1	8.3	3.2	26.2
	Not Anglo	64	10.9	57.8	4.7	1.6	25.0
Education	HS or Less	39	12.8	41.0	5.1	5.1	35.9
	Some Coll-Voc	123	18.7	44.7	8.1	2.4	26.0
	College Grad	198	18.7	48.0	8.1	3.5	21.7
	Postgrad Deg	137	19.7	38.0	10.2	2.2	29.9
Employed?	Employed	311	19.3	46.3	8.0	1.9	24.4
	Not Employed	186	17.2	39.8	9.1	4.8	29.0
Income	Under \$50,000	106	17.0	40.6	8.5	3.8	30.2
	\$50,000-\$99,999	174	16.1	47.1	9.2	4.6	23.0
	\$100,000 Plus	149	24.8	47.7	6.7		20.8

Table 6.15. Satisfaction: Uncontained Refuse Collection (%)

Question 22n. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's uncontained refuse collection.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	60.4	28.9	2.6	1.2	7.0
	2009	600	53.0	31.7	5.8	.5	9.0
	2008	600	55.5	31.9	3.3	.8	8.4
	2007	602	52.7	30.9	5.6	3.5	7.3
	2006	600	43.3	38.2	4.8	1.8	11.8
Area	North-West	214	57.5	31.3	2.8	1.9	6.5
	Central	168	64.3	26.8	3.6		5.4
	South	118	61.0	28.0	.8	1.7	8.5
**Length Resid	2 Yrs or Less	56	48.2	26.8	1.8	5.4	17.9
	3 to 5 Yrs	187	60.4	32.1	2.1		5.3
	Over 5 Yrs	259	62.9	27.0	3.1	1.2	5.8
Age Group	18 to 35	112	51.8	33.9	2.7	.9	10.7
	36 to 50	183	56.8	34.4	2.2	1.1	5.5
	51 Plus	186	68.3	21.5	2.7	1.6	5.9
Sex	Male	239	61.1	29.3	2.1	.8	6.7
	Female	263	59.7	28.5	3.0	1.5	7.2
Married?	Married	336	62.5	28.6	2.1	1.2	5.7
	Not Married	160	56.9	30.0	3.8	1.3	8.1
Children < 19	None	260	61.2	26.2	3.1	1.9	7.7
	One	63	55.6	30.2	4.8		9.5
	Two	100	63.0	29.0	2.0		6.0
	Three or More	76	59.2	36.8		1.3	2.6
Race	Anglo-White	432	62.3	27.3	2.8	1.2	6.5
	Not Anglo	64	53.1	37.5		1.6	7.8
Education	HS or Less	39	64.1	28.2	5.1	2.6	
	Some Coll-Voc	123	55.3	31.7	3.3		9.8
	College Grad	198	60.1	29.8	2.5	1.5	6.1
	Postgrad Deg	137	65.0	24.8	1.5	1.5	7.3
Employed?	Employed	311	60.8	29.6	1.9	.3	7.4
	Not Employed	186	59.1	28.0	3.8	2.7	6.5
Income	Under \$50,000	106	64.2	22.6	4.7	.9	7.5
	\$50,000-\$99,999	174	61.5	28.2	2.3	1.7	6.3
	\$100,000 Plus	149	60.4	33.6	1.3	.7	4.0

Table 6.16. Satisfaction: Economic Development (%)

Question 22o. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's economic development.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
		N	1	2	3	4	
Gilbert	2010	502	17.1	51.4	11.6	2.8	17.1
	2009	600	17.2	50.2	11.0	2.2	19.5
	2008	600	26.1	46.8	11.7	1.3	14.0
	2007	602	34.1	42.7	8.1	3.5	11.6
	2006	600	27.3	50.2	7.0	1.7	13.8
Area	North-West	214	16.4	50.5	14.5	3.3	15.4
	Central	168	16.1	56.0	8.3	2.4	17.3
	South	118	20.3	47.5	11.0	2.5	18.6
Length Resid	2 Yrs or Less	56	16.1	51.8	8.9		23.2
	3 to 5 Yrs	187	19.3	53.5	10.7	1.6	15.0
	Over 5 Yrs	259	15.8	49.8	12.7	4.2	17.4
Age Group	18 to 35	112	20.5	53.6	12.5	.9	12.5
	36 to 50	183	14.8	56.8	12.6	2.7	13.1
	51 Plus	186	17.2	46.8	10.8	3.2	22.0
*Sex	Male	239	15.5	53.6	12.6	4.6	13.8
	Female	263	18.6	49.4	10.6	1.1	20.2
**Married?	Married	336	17.6	53.0	13.1	3.3	13.1
	Not Married	160	16.3	48.8	8.1	1.3	25.6
*Children < 19	None	260	16.5	50.0	8.8	3.8	20.8
	One	63	11.1	54.0	14.3		20.6
	Two	100	23.0	47.0	14.0	4.0	12.0
	Three or More	76	17.1	61.8	14.5		6.6
Race	Anglo-White	432	17.1	52.8	11.6	2.8	15.7
	Not Anglo	64	18.8	43.8	9.4	1.6	26.6
Education	HS or Less	39	17.9	59.0	7.7	2.6	12.8
	Some Coll-Voc	123	14.6	49.6	11.4	.8	23.6
	College Grad	198	21.7	47.0	12.1	4.0	15.2
	Postgrad Deg	137	12.4	56.9	12.4	2.2	16.1
Employed?	Employed	311	17.4	53.1	11.9	2.3	15.4
	Not Employed	186	15.6	49.5	10.8	3.8	20.4
*Income	Under \$50,000	106	15.1	50.0	6.6	.9	27.4
	\$50,000-\$99,999	174	15.5	53.4	12.6	3.4	14.9
	\$100,000 Plus	149	21.5	52.3	14.1	1.3	10.7

Table 6.17. Satisfaction: Public Transportation and Bus Service(%)

Question 22p. Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's public transportation / bus service.

			% Very Satisfied----->% Very Dissatisfied				Don't Know
			1	2	3	4	
		N					
Gilbert	2010	502	6.4	29.1	10.2	8.4	46.0
	2009	600	8.0	23.0	16.2	7.3	45.5
	2008	600	10.7	27.8	14.9	6.7	40.0
	2007	602	10.1	31.7	16.3	10.8	31.1
	2006	600	14.0	35.7	14.2	7.8	28.3
Area	North-West	214	7.5	31.3	12.1	8.4	40.7
	Central	168	7.7	29.2	8.3	6.5	48.2
	South	118	2.5	25.4	9.3	11.0	51.7
Length Resid	2 Yrs or Less	56	5.4	25.0	7.1	3.6	58.9
	3 to 5 Yrs	187	5.9	30.5	11.2	10.7	41.7
	Over 5 Yrs	259	6.9	29.0	10.0	7.7	46.3
Age Group	18 to 35	112	8.0	33.9	8.9	6.3	42.9
	36 to 50	183	6.0	29.0	10.9	8.7	45.4
	51 Plus	186	5.9	27.4	10.8	9.1	46.8
Sex	Male	239	5.4	32.6	10.9	5.0	46.0
	Female	263	7.2	25.9	9.5	11.4	46.0
Married?	Married	336	6.5	28.9	9.8	8.6	46.1
	Not Married	160	6.3	30.6	10.0	8.1	45.0
Children < 19	None	260	7.7	28.5	10.0	9.2	44.6
	One	63	4.8	28.6	14.3	11.1	41.3
	Two	100	4.0	30.0	7.0	8.0	51.0
	Three or More	76	5.3	31.6	11.8	3.9	47.4
**Race	Anglo-White	432	6.9	30.1	9.3	6.9	46.8
	Not Anglo	64	3.1	23.4	17.2	18.8	37.5
Education	HS or Less	39	10.3	23.1	12.8	2.6	51.3
	Some Coll-Voc	123	9.8	35.8	7.3	7.3	39.8
	College Grad	198	5.1	32.3	10.6	9.1	42.9
	Postgrad Deg	137	4.4	20.4	10.9	9.5	54.7
Employed?	Employed	311	6.4	31.8	10.6	6.1	45.0
	Not Employed	186	5.9	24.7	9.1	11.8	48.4
Income	Under \$50,000	106	8.5	33.0	10.4	6.6	41.5
	\$50,000-\$99,999	174	4.6	28.7	9.8	8.6	48.3
	\$100,000 Plus	149	7.4	26.8	10.7	8.7	46.3

Table 6.18. Reasons for Dissatisfaction with Services (%)

Question 23. Please tell me why you are dissatisfied with the service or services you indicated.

Service Area	Complaint	N	% of All
Streets (63)	Repairs Take Too Long to Complete	19	3.8
	Constant Road Construction, Not Done Right the First Time	15	3.0
	Bad Condition of Streets, Potholes, Etc.	14	2.8
	Poor Planning of Streets	8	1.6
	Narrow Streets, Lane Changes from 4 to 2	3	.6
	Many Repairs Not Needed	3	.6
	Little Advance Notice of Repairs	3	.6
	Street Lights Out for a Long Time	2	.4
	Developers Do Not Complete Streets	1	.2
	Inadequate Disabled Access	1	.2
	Had to Pay for Own Street Paving	1	.2
	Upscale Areas Get More Attention	1	.2
Traffic (81)	Poor Coordination of Traffic Signals	24	4.8
	Wider Roads, More Turn Lanes Are Needed	19	3.8
	Streets Repairs Poorly Planned, Make Congestion Worse	18	3.6
	Traffic Congestion, Gets Worse with Growth	8	1.6
	Higley Road Is a Mess, Has Been for a Long Time	7	1.4
	Traffic Is Poorly Planned	4	.8
	Inadequate Policing of Traffic	2	.4
	Don't Like Right Turns on Red	1	.2
	Don't Like Lagging Left Turn Signals	1	.2
	Light Rail Is Needed	1	.2
	Speed Limits Are Too Low on Gilbert Road	1	.2
	Traffic Is Blocked by Police Too Long after Accidents	1	.2
Code Enforcement (34)	Building Codes Too Lax	19	3.8
	Restrictive Building Codes	5	1.0
	Uneven Granting of Variances	3	.6
	Too Much Growth, Empty Buildings	1	.2
	Need More Publicity on Code Decisions	1	.2
	Commercial Signs Are Too Small	1	.2
	Old Homes in New Areas	1	.2
	Outside Utility Meters Accessible to Anyone	1	.2
	Town Gives Out Too Many Permits	1	.2
	Don't Know	1	.2
Water & Sewer (54)	Water Is Hard, Not Clear	24	4.8
	Bad Tasting, Smelling Water	21	4.2
	High Cost of Water	9	1.8
	Two Years to Fix Water Leak	3	.6
	Treatment Plan Is a Nuisance	2	.4
	Water Is Too Hot	1	.2
	Poor Drainage around the Pipes	1	.2
	Slow to Process New Accounts	1	.2
	Water Fees Should Be Raised to Encourage Conservation	1	.2

Table 6.18. Reasons for Dissatisfaction with Services (%), Continued

Question 23. Please tell me why you are dissatisfied with the service or services you indicated.

Service Area	Complaint	N	% of All
Garbage Service (10)	Need Pick Ups Twice a Week	3	.6
	Rude, Sloppy Drivers, Scatter Garbage	2	.4
	Should Contract Garbage Service to a Private Firm	2	.4
	Service Too Expensive	2	.4
	They Should Bill Separately for Water and Garbage	1	.2
	The Garbage Trucks Come Too Early	1	.2
Recycling (16)	Not Clear What They Will Take	5	1.0
	Too Limited List of Acceptable Items	2	.4
	Not Available Everywhere	2	.4
	Recycling Is a Waste of Time, Money	2	.4
	Not Enough Containers	1	.2
	Not Enough Containers	1	.2
	Green Pick Up Is Needed	1	.2
	Items Are Not Really Recycled	1	.2
	Need Hazmat Information	1	.2
	Sweepers Don't Come Any More	1	.2
Nuisance Removal (40)	Inadequate Weed, Car Removal, Enforcement	28	5.6
	Clean Up of Roadways, Medians Needed	8	1.6
	Foreclosed Homes Have Messy Yards, Not Cleaned Up	1	.2
	Town-HOA Conflict Precludes Action on Clean Up	1	.2
	HOA Can't Enforce Rules	1	.2
	Train a Nuisance, Not Dealt with	1	.2
Parks (13)	No Parks Nearby, More Needed	6	1.2
	More Trails and Preserves Needed	2	.4
	Parks Are Poorly Maintained	2	.4
	Too Much Spent on Parks	2	.4
	More Equipment at Parks 1Needed	1	.2
	Ball Field Use Is Too Restrictive	1	.2
Recreation (21)	More Classes Are Needed	13	2.6
	Recreation a Waste of Money	2	.4
	More Programs Are Needed for Children	2	.4
	Fees Are Too High	2	.4
	Programs Are Poor in Quality	1	.2
	More Adult Programs Are Needed	1	.2
	Don't Know	2	.4

Table 6.18. Reasons for Dissatisfaction with Services (%), Continued

Question 23. Please tell me why you are dissatisfied with the service or services you indicated.

Service Area	Complaint	N	% of All
Library (15)	Library Resources Are Too Limited	5	1.0
	Library Is Too Far From Home	3	.6
	Library Hours Are Too Limited	3	.6
	Need More Programs for Children	2	.4
	Need More Large Print Books	1	.2
	Don't Know	1	.2
Fire Department (3)	Allowed Squatter to Burn Things in Empty House	1	.2
	Better Response Times Are Needed	1	.2
	Overdeploy to Accidents That Police Could Handle	1	.2
Police (23)	Some Officers are Prejudiced, Arrogant, Uncaring	14	2.8
	Poorly Trained Officers	3	.6
	Slow Response Times, Poor Priorities in Deployment	2	.4
	Overdeploy to Minor Incidents	2	.4
	More Officers Are Needed	1	.2
	No Services Provided to Elderly	1	.2
	Don't Know	1	.2
Planning/Zoning (57)	Poor Planning	35	7.0
	Too Much Growth in Gilbert for Infrastructure, Schools	4	.8
	Lack of Commercial Development	4	.8
	High Density Housing, Cookie Cutter Designs	3	.6
	Residents' Views Ignored	2	.4
	Takes Long Time to Get Permits, Approvals	2	.4
	Disapprove of Big Box Stores	2	.4
	Town Involvement Is Intrusive	2	.4
	Allowed Mormon Temple in Residential Area	2	.4
	Allowed Liquor Sales at Walgreen's	1	.2
	Poor Communication with the Public	1	.2
	Need to Give Notice of Road Closures	1	.2
	Island Issue Handled Poorly	1	.2
	Not Dealing with the Impact of the Economic Crisis	1	.2
Uncontained Refuse Collection (19)	Pick Ups Not on Schedule, Refuse Lies Around Too Long	10	2.0
	Need Advance Notice of Pick Up Dates	3	.6
	Pick Ups Should Be Done in Alleys	2	.4
	Poor Cleanup When Trucks Dump Refuse	2	.4
	Animal Waste Bins Needed in the Parks	1	.2
	Trucks Damaged My Property	1	.2
	Waste of Money, Too Expensive	1	.2

Table 6.18. Reasons for Dissatisfaction with Services (%), Continued

Question 23. Please tell me why you are dissatisfied with the service or services you indicated.

Service Area	Complaint	N	% of All
Economic Development (72)	Lack of Quality Development, Jobs	26	5.2
	Poor Planning Overall	23	4.6
	Overbuilding Has Led to Empty Stores	6	1.2
	Lack of Small Local Businesses	5	1.0
	Against Economic Development	4	.8
	More Large Businesses Needed for Tax Revenues, Jobs	4	.8
	Recession Precludes Development Now	1	.2
	Need More Entertainment Venues	1	.2
	Declining Home Values	1	.2
	Planning Is Influenced Too Much by Special Interests	1	.2
	Wasted Money Buying Land at Inflated Prices	1	.2
Public Transit (93)	Lack of Frequent Bus Service	57	11.4
	Need More Routes to Outlying Locations, More Bus Stops	38	7.6
	Not Used Enough to Justify Expense	5	1.0
	Need Light Rail	2	.4
	Inadequate Information on Schedule, Changes	1	.2
	Need Express Bus Service to Phoenix	1	.2
	Don't Use It	1	.2

Note: Responses in these tables do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents. Numbers in parentheses are numbers of dissatisfied with each service.

Table 6.19. Most Important Service Priorities for Gilbert (%)

Question 25. We have mentioned a number of services which the Town of Gilbert provides. Please tell me which **two** services you think are the top priorities.

Service Priorities	N	% of All
Police Department	333	66.3
Fire Department	257	51.2
Street Repair, Maintenance	98	19.5
Public Transportation	67	13.3
Recreation Programs	63	12.5
Internet	56	11.2
Water & Sewer (Combined)	55	11.0
Downtown Development	37	7.4
Public Safety, Emergency Services	35	7.0
Library	35	7.0
Don't Know	1	.2

Note: Responses in these tables do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents.

Table 6.20. Community Events and Recreational Programs Attended (%)

Question 26a. What community events do you or members of your family attend? what recreational programming have you or members of your family enrolled in?

Community Events	N	% of All
Gilbert Days Events	199	39.8
Fireworks, Fourth of July	65	13.0
Concerts in the Parks	40	8.0
Holiday Nights of Light	27	5.4
Events at Freestone Park, General	27	5.4
Halloween Event	26	5.2
Constitution Week	17	3.4
Global Village Festival	13	2.6
Events at the Schools	10	2.0
Veterans Day Event	10	2.0
Library Events	9	1.8
Riparian Preserve Events	8	1.6
So Long to Summer	8	1.6
Movies at the Park	7	1.4
Fine Arts Festival	7	1.4
Sports Events	5	1.0
Neighborhood Meetings, Get Togethers	4	.8
Farmers' Market	4	.8
Theater	3	.6
Church Events	2	.4
Concerts at San Tan Village	1	.2
Emergency Preparedness Fair	1	.2
Solar Event	1	.2
Many, General	5	1.0
None	188	37.6

Table 6.21. Participation in Recreation Programs (%)

Q26b. What recreation programs have you or members of your family enrolled in?

Recreational Programs, Classes	N	% of All
General Programs, Leagues		
Recreation Center Fitness, General	25	5.0
Children's Classes, Programs, General	25	5.0
Parks and Recreation Classes, General	20	4.0
Sports Events, Leagues, General	16	3.2
Library Programs	5	1.0
Senior Center Programs	5	1.0
Boys & Girls Clubs	3	.6
Riparian Program, Trails	3	.6
Summer Camp for Children	3	.6
Events at the Schools	2	.4
Special Needs Program	1	.2
Specific Athletic & Fitness Classes		
Swimming Classes	37	7.4
Soccer	27	5.4
Dance Classes	26	5.2
Baseball	19	3.8
Softball	17	3.4
Football	13	2.6
T-Ball	9	1.8
Karate	8	1.6
Tennis	8	1.6
Basketball	7	1.4
Gymnastics	6	1.2
Volleyball	4	.8
Wrestling	4	.8
Cheerleading	3	.6
Equestrian Activity	3	.6
Golf Lessons	3	.6
Yoga	3	.6
Running, Fun Runs	2	.4
Biking	1	.2
Fishing	1	.2
Hiking	1	.2
Kayaking	1	.2
Racquetball	1	.2
Rock Climbing	1	.2
Rugby	1	.2
Track, Cross Country	1	.2

Table 6.21. Participation in Recreation Programs (%), Continued

Q26b. What recreation programs have you or members of your family enrolled in?

Other Classes, Programs, Meetings		
Art Classes	9	1.8
Ceramics, Crafts	3	.6
Guitar Lessors	3	.6
Science Fair, Classes	2	.4
Astronomy	1	.2
Computer Classes	1	.2
CPR Training	1	.2
Dog Park Events	1	.2
HOA Activities	1	.2
Jewelry Making	1	.2
Model Airplane Club	1	.2
Music in General	1	.2
Mythbusters Class	1	.2
Photography	1	.2
Volunteer Work for Police, Fire	1	.2
Can't Remember	9	1.8
None, Use Other Facilities	302	60.4

Note: Responses in these tables do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents.

Table 6.22. Family Usage of Parks and Recreational Facilities (%)

Question 27a. How often do you or members of your family use parks or recreation facilities provided by the Town?

		N	Once a Week	1-2 Times a Month	3-4 Times a Year	Never
Gilbert	2010	502	31.3	30.7	19.7	18.3
	2009	600	30.0	32.8	21.5	14.7
	2008	600	34.4	31.6	17.6	15.9
	2007	602	27.7	27.6	23.1	20.8
	2006	600	35.3	30.7	16.5	16.8
Area	North-West	214	31.8	31.8	19.2	17.3
	Central	168	31.5	32.7	16.7	19.0
	South	118	29.7	26.3	25.4	18.6
*Length Resid	2 Yrs or Less	56	33.9	30.4	23.2	12.5
	3 to 5 Yrs	187	35.3	35.3	17.1	12.3
	Over 5 Yrs	259	27.8	27.4	20.8	23.9
***Age Group	18 to 35	112	38.4	36.6	14.3	10.7
	36 to 50	183	36.1	32.8	20.8	10.4
	51 Plus	186	24.2	24.7	21.5	29.6
Sex	Male	239	31.0	33.5	19.2	16.3
	Female	263	31.6	28.1	20.2	20.2
*Married?	Married	336	32.4	34.2	18.5	14.9
	Not Married	160	30.0	24.4	20.6	25.0
***Children < 19	None	260	23.1	28.1	21.9	26.9
	One	63	38.1	33.3	14.3	14.3
	Two	100	43.0	31.0	18.0	8.0
	Three or More	76	39.5	38.2	18.4	3.9
Race	Anglo-White	432	30.8	31.0	19.0	19.2
	Not Anglo	64	35.9	28.1	23.4	12.5
Education	HS or Less	39	23.1	25.6	20.5	30.8
	Some Coll-Voc	123	27.6	33.3	21.1	17.9
	College Grad	198	32.3	34.8	16.2	16.7
	Postgrad Deg	137	35.0	24.8	23.4	16.8
***Employed?	Employed	311	35.4	32.8	18.6	13.2
	Not Employed	186	24.2	28.0	21.0	26.9
**Income	Under \$50,000	106	35.8	21.7	20.8	21.7
	\$50,000-\$99,999	174	26.4	37.9	22.4	13.2
	\$100,000 Plus	149	40.9	27.5	17.4	14.1

Table 6.23. Parks and Recreational Facilities Used (%)

Question 27b. Which Town parks and recreational facilities do you use? [Total Frequent Users = 311]

Park, Recreational Facility	N	% of Frequent Users	% of All Respondents
Freestone	186	59.8	37.2
Cosmo Dog Park, Other Dog Park	74	23.8	14.8
Discovery Park	63	20.3	12.6
Basins, Riparian Reserves	51	16.4	10.2
Neighborhood Facilities, Parks	33	10.7	6.6
McQueen	25	8.0	5.0
Crossroads	20	6.4	4.0
Recreation Center at Freestone	18	5.8	3.6
Public Trails	14	4.5	2.8
Southeast Regional Library	10	3.2	2.0
Gilbert Soccer Complex	8	2.6	1.8
Tumbleweed Park	7	2.3	1.4
Big League Dreams Ball Park	5	1.6	1.0
Gilbert Community Center	4	1.3	.8
Nichols Park	4	1.3	.8
Public Swimming Pools (Not Named)	4	1.3	.8
John Allen Park	3	1.0	.6
Oak Tree Park	3	1.0	.6
Public School Facilities	3	1.0	.6
Rodeo Park	3	1.0	.6
Recreation Center at McQueen	2	.6	.4
Zanjero Park	2	.6	.4
Circle G Park	1	.3	.2
Golf Courses (Not Named)	1	.3	.2
Neely Park	1	.3	.2
Page Park	1	.3	.2
Rancho Del Verde Park	1	.3	.2
Don't Know the Name	1	.3	.2
None, Not a Frequent User	189		37.6

Note: Responses do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents

Table 6.24. Reasons for Not Using Town Recreational Facilities (%)

Question 27c. Are there any particular reasons why you and your family do not use the recreational facilities? [Total Non-Users and Infrequent Users Who Responded = 189]

Reasons for Not Using Parks/Recreation	N	% of Non-Users Who Responded	% of All
Personal (133)			
Too Busy with Other Things	51	27.0	10.2
Age and/or Health Concerns	24	12.7	4.8
Not Interested, Just Don't	23	12.2	4.6
No Children at Home	17	8.0	3.4
Other Interests	13	6.9	2.6
Weather Is Too Hot	3	1.6	.6
Children Too Young	2	1.1	.4
Program & Facility Issues (59)			
Use Own or HOA Facilities	41	21.7	8.2
Facilities Are Poorly Located, Too Far from Home	11	5.8	2.2
Have No Information about Parks/Recreation	3	1.6	.6
Facilities Are Crowded	2	1.1	.4
Programs, Facilities Are Too Expensive	1	.5	.2
Disapprove of Free Parks, Recreation	1	.5	.2

Note: Responses do not add up to 100.0% because of multiple answers allowed to and varying numbers of answers given by individual respondents

Table 6.25. Evaluation of Residential Safety from Crime (%)

Question 28. How safe do you feel that your residence is from vandalism, burglary, or theft?

		N	Very Safe	Generally Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Gilbert	2010	502	54.0	42.4	3.0	.2	.4
	2009	600	52.5	42.8	4.5	.2	
	2008	600	48.8	45.5	4.8	.2	
	2007	602	47.3	46.2	5.6	.7	
	2006	600	51.5	40.8	6.5	.5	
Area	North-West	214	49.1	45.3	5.1	.5	
	Central	168	57.7	39.9	1.8		.6
	South	118	56.8	41.5	.8		.8
Length Resid	2 Yrs or Less	56	60.7	33.9	5.4		
	3 to 5 Yrs	187	50.3	43.9	5.3		.5
	Over 5 Yrs	259	55.2	43.2	.8	.4	.4
Age Group	18 to 35	112	59.8	37.5	2.7		
	36 to 50	183	50.8	43.2	4.9	.5	.5
	51 Plus	186	55.4	42.5	1.6		.5
Sex	Male	239	56.5	39.3	3.3	.4	.4
	Female	263	51.7	45.2	2.7		.4
Married?	Married	336	52.7	43.5	3.0	.3	.6
	Not Married	160	57.5	39.4	3.1		
Children < 19	None	260	56.2	42.3	1.5		
	One	63	52.4	38.1	6.3	1.6	1.6
	Two	100	52.0	45.0	3.0		
	Three or More	76	51.3	42.1	5.3		1.3
Race	Anglo-White	432	53.5	43.3	2.8	.2	.2
	Not Anglo	64	60.9	34.4	4.7		
Education	HS or Less	39	48.7	51.3			
	Some Coll-Voc	123	50.4	43.9	4.1		1.6
	College Grad	198	55.1	41.9	2.5	.5	
	Postgrad Deg	137	58.4	38.7	2.9		
Employed?	Employed	311	54.0	42.1	2.9	.3	.6
	Not Employed	186	53.8	43.0	3.2		
Income	Under \$50,000	106	56.6	39.6	3.8		
	\$50,000-\$99,999	174	50.6	45.4	3.4		.6
	\$100,000 Plus	149	57.7	38.3	3.4	.7	

Table 6.26. Evaluation of Personal Safety from Violent Crime (%)

Question 29. How safe do you feel in Gilbert from violent crimes like being attacked or held up?

		N	Very Safe	Generally Safe	Somewhat Unsafe	Don't Know
Gilbert	2010	502	61.2	37.3	1.0	.6
	2009	600	59.2	38.7	1.3	.3
	2008	600	58.0	38.3	3.5	.2
	2007	602	54.5	42.5	2.5	.2
	2006	600	54.5	40.2	4.5	.2
Area	North-West	214	57.9	39.7	1.9	.5
	Central	168	64.9	33.9	.6	.6
	South	118	61.0	38.1		.8
Length Resid	2 Yrs or Less	56	60.7	37.5	1.8	
	3 to 5 Yrs	187	63.1	35.8	.5	.5
	Over 5 Yrs	259	59.8	38.2	1.2	.8
Age Group	18 to 35	112	69.6	30.4		
	36 to 50	183	61.7	37.2	1.1	
	51 Plus	186	57.0	39.8	1.6	1.6
**Sex	Male	239	67.4	32.6		
	Female	263	55.5	41.4	1.9	1.1
Married?	Married	336	61.0	37.5	1.2	.3
	Not Married	160	62.5	35.6	.6	1.3
Children < 19	None	260	59.6	38.5	1.2	.8
	One	63	60.3	39.7		
	Two	100	60.0	39.0	1.0	
	Three or More	76	69.7	27.6	1.3	1.3
Race	Anglo-White	432	60.0	38.7	.9	.5
	Not Anglo	64	71.9	26.6	1.6	
Education	HS or Less	39	69.2	28.2		2.6
	Some Coll-Voc	123	59.3	39.0	.8	.8
	College Grad	198	57.1	41.4	1.0	.5
	Postgrad Deg	137	67.9	31.4	.7	
Employed?	Employed	311	63.3	35.7	.6	.3
	Not Employed	186	57.5	39.8	1.6	1.1
Income	Under \$50,000	106	62.3	35.8	.9	.9
	\$50,000-\$99,999	174	59.2	39.7	1.1	
	\$100,000 Plus	149	65.8	34.2		

Table 6.27. Evaluation of Safety Driving on Gilbert's Streets (%)

Question 30. How safe do you feel driving on Gilbert's streets?

		N	Very Safe	Generally Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Gilbert	2010	502	56.8	39.2	1.8	.6	1.6
	2009	600	51.8	43.7	3.8	.5	.2
	2008	600	49.2	44.3	5.4	.8	.3
	2007	602	48.2	45.2	5.0	1.5	.2
	2006	600	48.2	43.0	6.7	2.0	.2
Area	North-West	214	53.7	42.1	1.4	.5	2.3
	Central	168	60.1	35.7	2.4	.6	1.2
	South	118	56.8	39.8	1.7	.8	.8
Length Resid	2 Yrs or Less	56	55.4	35.7	3.6		5.4
	3 to 5 Yrs	187	61.5	37.4		.5	.5
	Over 5 Yrs	259	53.7	41.3	2.7	.8	1.5
Age Group	18 to 35	112	57.1	37.5	3.6	.9	.9
	36 to 50	183	57.9	40.4	.5	1.1	
	51 Plus	186	55.9	39.2	1.6		3.2
Sex	Male	239	54.4	41.4	2.1	.8	1.3
	Female	263	58.9	37.3	1.5	.4	1.9
**Married?	Married	336	56.8	40.8	1.5	.6	.3
	Not Married	160	56.9	35.6	2.5	.6	4.4
*Children < 19	None	260	55.0	39.6	2.7		2.7
	One	63	52.4	41.3	3.2	3.2	
	Two	100	58.0	41.0			1.0
	Three or More	76	65.8	32.9		1.3	
Race	Anglo-White	432	57.4	38.9	1.9	.5	1.4
	Not Anglo	64	53.1	40.6	1.6	1.6	3.1
Education	HS or Less	39	51.3	46.2			2.6
	Some Coll-Voc	123	53.7	41.5	1.6	1.6	1.6
	College Grad	198	57.1	39.4	2.5		1.0
	Postgrad Deg	137	60.6	35.0	1.5	.7	2.2
**Employed?	Employed	311	57.9	39.2	2.3	.6	
	Not Employed	186	54.8	39.8	1.1	.5	3.8
Income	Under \$50,000	106	57.5	36.8	1.9	.9	2.8
	\$50,000-\$99,999	174	56.3	41.4	1.1	.6	.6
	\$100,000 Plus	149	59.7	38.9	.7	.7	

APPENDIX A:
METHODOLOGY AND DEMOGRAPHICS

This report presents the findings of a telephone survey of 502 Gilbert respondents interviewed by DataCall, Inc. of Phoenix between November 17 to December 7, 2010. Respondents were randomly selected from a computer file of Maricopa residents who lived in Gilbert and who had provided a publicly accessible record of their names, addresses, and phone numbers. The data tables are displayed in both overall numbers and responses by demographic subgroups of residents. Callers rotated asking to speak to the male or female head-of-household and filtered out others at the beginning of the interview process.

The questionnaire used in the fieldwork is found in Appendix B. Calling was done from 2:00 p.m. to 9:00 p.m. on weekdays and from 10:00 a.m. to 4:00 p.m. on Saturdays with no calling over the Thanksgiving weekend. Gilbert residents generously shared their time and opinions about Town services and development. A change first noted last year that continued in 2010 was the large number of disconnected telephone numbers, a product of recession and foreclosures. Those Gilbert residents who were willing to answer the survey questions available were cooperative, and only 22 respondents terminated part way through the interview despite its 33-minute average length.

Standard control procedures like three calls back to primary numbers and normal validation procedures were applied to the survey fieldwork. We used gender, age, and zip code to set quotas to ensure a group of respondents representative of Gilbert's heads-of-household.

The data were either used in their raw form or transformed as appropriate to create demographic categories for statistically meaningful and useful analysis of the substantive questions. Open-ended questions were read, coded, and grouped into common categories of response. Questions about voter registration status, home ownership, distance to work (in both miles and minutes), type of employment, and city or town where employed give us useful information about residents' characteristics, but the data are not used in the crosstabulations. A demographic profile of the respondents begins on the next page in Table A.

We compare this year's data to that from the 2005 survey to track changes in the demographic characteristics of the Town's heads-of-household. Compared to five years ago, this year's respondents are less likely to be new residents, to be in the 36 to 50 age group, to own their residence, or to be employed full time. They are more likely to have a postgraduate education, and to have an income of \$100,000 or more. They are more likely to have no children at home present. Other respondent characteristics such as gender, distance and time to work, etc. have changed little. Overall, we believe that the 502 survey respondents from the Town of Gilbert are representative of the universe of heads-of-households who are attentive to Town policies and services.

Table A. Demographic Profile of Respondents (%) Total N = 502 in 2010, 600 in 2005

Demographic Characteristic	2010			2005	
	N	% Of All		N	% Of All
Length of Residence (Few Months to 52 Years)					
Resident 2 Years or Less	56	11.2		126	21.0
Resident 3 to 5 Years	187	37.3		224	37.3
Resident over 5 years	259	51.6		250	41.7
Age Group (Age Range 18 to 87)					
Age 18 to 35	112	22.3		131	21.8
Age 36 to 50	183	36.5		273	45.5
Age 51 or Older	186	37.1		181	30.2
Refused to State	21	4.2		15	2.5
Voter Status					
Registered Voter	489	97.4		555	92.5
Not Registered to Vote	12	2.4		44	7.3
Refused to State	1	.2		1	.2
Gender					
Male	239	47.6		295	49.2
Female	263	52.4		305	50.8
Marital Status					
Single	70	13.9		101	16.8
Married	336	66.9		409	68.2
Widowed	40	8.0		32	5.3
Divorced	50	10.0		56	9.3
Refused to State	6	1.2		2	0.3
Number of Children at Home (0 to 7)					
No Children at Home	260	51.8		285	47.5
One Child at Home	63	12.5		112	18.7
Two Children at Home	100	19.9		131	21.8
Three or More Children at Home	76	15.1		72	12.0
Refused to State	3	.6		1	0.2
Racial-Ethnic Self-Identification					
White-Anglo	432	86.1		521	86.8
Hispanic or Mexican American	29	5.8		42	7.0
Black or African-American	7	1.4		11	1.8
Asian-American	10	2.0		11	1.8
Other	18	3.6		10	1.7
Refused to State	6	1.2		5	.8

Table A. Demographic Profile of Respondents (%), Continued. Total N = 502 in 2010, 600 in 2005

Demographic Characteristic	2010			2005	
	N	% Of All		N	% Of All
Residence Type					
Single Family Home	472	94.0		583	97.2
Apartment or Condominium	18	3.6		13	2.2
Duplex or Townhouse	10	2.0		4	.7
Other	1	.2		0	0.0
Refused to State	1	.2			
Home Ownership					
Residence Owned	418	83.3		569	94.8
Residence Rented	80	15.9		30	5.0
Refused to State	4	.8		1	0.2
Zip Codes					
85233	90	17.9	Note: Zip Codes used in 2005 were not comparable to those currently designated for Gilbert.		
85234	124	24.7			
85295	78	15.5			
85296	90	17.9			
85297	69	13.7			
85298	49	9.8			
Other	2	.4			
Area					
North-West (Zip Codes 85233, 85234)	214	42.6	Note: Area variable was not used in 2005.		
Central (Zip Codes 85295, 85296)	168	33.5			
South (Zip Codes 85297, 85298)	118	23.5			
Not Able to Calculate	2	.4			
Educational Level					
Some High School or Less Education	7	1.4		7	1.2
High School Graduate	32	6.4		68	11.3
Some College	118	23.5		172	28.7
College Graduate	198	39.4		225	37.5
Postgraduate Degree	137	27.3		101	16.8
Vocational-Trade School Training	5	1.0		23	3.8
Other	2	.4		2	.3
Refused to State	3	.6		2	.3
Employment Status					
Employed Full Time	269	53.6		393	65.5
Employed Part Time	41	8.2		49	8.2
Retired	124	24.7		83	13.8
Not Employed Now	20	4.0		13	2.2
Homemaker	36	7.2		56	9.3
Student	7	1.4		4	.7
Refused to State	5	1.0		2	0.3

Table A. Demographic Profile of Respondents (%), Continued. Total N = 502 in 2010, 600 in 2005

Demographic Characteristic	2010			2005	
	N	% Of All		N	% Of All
Type of Employment					
Farming	2	.4		0	.0
General Labor	7	1.4		8	1.3
Skilled Labor	29	5.8		44	7.3
White-Collar	58	11.6		93	15.5
Mid-Level Professional, Manager	86	17.1		128	21.3
High Level Professional, Executive	31	6.2		61	10.2
Government, Public Service	43	8.6		43	7.2
Other	52	10.4		64	10.7
Refused to State, Not Employed	194	38.6		159	26.5
Distance to Work: Range 0 to Unlimited					
0 Miles to Work	42	8.4		64	10.7
1 to 5 Miles to Work	47	9.4		52	8.7
6 to 10 Miles to Work	54	10.8		98	16.3
11 to 20 Miles to Work	84	16.7		136	22.7
21 to Unlimited Miles to Work	82	16.3		92	15.3
Not Working or Refused to State	193	38.4		158	26.3
Commute to Work Time: Range 0 to Variable					
0 Minutes to Work	42	8.4		64	10.7
1 to 10 Minutes to Work	49	9.8		52	8.7
11 to 20 Minutes to Work	75	14.9		98	16.3
21 to 40 Minutes to Work	100	19.9		136	22.7
41 to Variable Minutes to Work	43	8.6		92	15.3
Not Working, Refused to State	193	38.4		158	26.3
Household Income					
Household Income under \$15,000	10	2.0		6	1.0
Income \$15,000 to \$24,999	15	3.0		14	2.3
Income \$25,000 to \$34,999	28	5.6		30	5.0
Income \$35,000 to \$49,999	53	10.6		65	10.8
Income \$50,000 to \$64,999	54	10.8		92	15.3
Income \$65,000 to \$79,999	59	11.8		90	15.0
Income \$80,000 to \$99,999	61	12.2		75	12.5
Income \$100,000 or More	149	29.7		149	24.8
Refused to State	73	14.5		79	13.2

Table A. Demographic Profile of Respondents (%), Continued. Total N = 502 in 2010, 600 in 2005

Demographic Characteristic	2010			2005	
	N	% Of All		N	% Of All
City / Town of Employment					
Gilbert	97	19.3		122	20.3
Phoenix	54	10.8		68	11.3
Mesa	37	7.4		78	13.0
Tempe	38	7.6		76	12.7
Chandler	40	8.0		45	7.5
Scottsdale	22	4.4		26	4.3
All Over - Arizona and Elsewhere	8			1	.2
Glendale	3			All other towns grouped into one category of 'Other': There were 26 (4.5%) such citations in 2005.	
Queen Creek	3				
Laveen	2				
Coolidge	1				
El Mirage	1				
Florence	1				
Higley	1				
Not Working, Refused to State	192	37.8		158	26.5

APPENDIX B:
SURVEY INSTRUMENT

TOWN OF GILBERT RESIDENT SURVEY
November 15, 2010 Final

Hello, my name is _____ and I'm calling from DataCall, a local research firm. Our firm is conducting a survey for the Town of Gilbert to find out how satisfied Gilbert residents are with some of the services the town provides.

FILTER: Are you the head of a Gilbert household? **[If no: Thanks and terminate. If yes: Continue]**

This survey also asks for your opinion on several local matters. Your local government representatives believe that actual citizen contact is the best way of learning what can be useful in providing you with better service. Your phone number was selected at random and your answers are completely confidential. May we take about 20 minutes of your time to answer some questions? **[If no: Is there a more convenient time when I could call back to talk to you or your spouse?]**

q1a Please tell me how many years you have lived in Gilbert? **[Enter Number]** _____

q1b Length of Residence **[Interviewer: Code from 1a]**

- 1 2 Years or Less
- 2 3 to 5 Years
- 3 Over 5 Years

q1c What is the zipcode for your home address?

- 1 85233
- 2 85234
- 3 85295
- 4 85296
- 5 85297
- 6 85298
- 7 Other:

q1d **[Enter other zip given]**

q1e In what year were you born? **[Enter year]** _____

q1f Age Group. **[Interviewer: Code from q1e or list]**

- 1 18 to 35 **[born 1975 to 1992]**
- 2 36 to 50 **[born 1960 to 1974]**
- 3 51 Plus **[born 1910 to 1959]**
- 9 Missing / Refused

q1g Sex **[Interviewer: Code; Ask only if can't tell by voice]**

- 1 Male
- 2 Female

General Satisfaction

q2 Overall, how satisfied are you with living in Gilbert? Would you say that you are . . . ?

- 1 Very Satisfied
- 2 Generally Satisfied
- 3 Somewhat Dissatisfied
- 4 Very Dissatisfied
- 5 Don't Know

q3 What do you like most about living in Gilbert? **[Open-ended; probe.]**

q4 Are there things you dislike about living in Gilbert? In other words, what changes or improvements would make Gilbert a better place to live? **[Open-ended; probe.]**

The Town of Gilbert is responsible for providing many governmental services such as fire and police protection, parks and street maintenance, water, sewer, and refuse removal.

q5a In the past year, have you contacted any Town department or Town official for any reason?

- 1 Yes **[Go to q5b]**
- 2 No **[Go to q6]**

q5b Which departments or officials did you contact? **[Open-ended; enter all cited]**

q5c When you called a Town official or department with a question or concern, were you connected to an individual or to the voice mail system?

- 1 Individual **[Go to q5e]**
- 2 Voice Mail **[Go to q5d]**
- 3 Don't Know **[Go to q5e]**

q5d Did you receive a call back from the Town official or department in a reasonable period of time?

- 1 Yes
- 2 No
- 3 Don't Know

q5e As a customer of Gilbert's services, how satisfied are you with the way you are treated when you call a Town office with a question or concern? Are you . . . ?

- 1 Very Satisfied **[Go to q6]**
- 2 Generally Satisfied **[Go to q6]**
- 3 Somewhat Dissatisfied **[Go to q5f]**
- 4 Very Dissatisfied **[Go to q5f]**
- 5 Don't Know **[Go to q6]**

q5f Please tell me why you are not satisfied with the way you are treated. **[Probe]**

Satisfaction with Development and Neighborhood

q6 How would you rate Gilbert in comparison to other East Valley Communities in terms of quality of development? Would you say it is better than, as good as, or not as good as other communities?

- 1 Better Than
- 2 As Good As
- 3 Not As Good As
- 4 Don't Know

q7 How satisfied are you with the Town's planning and development of public facilities in Gilbert? Are you . . . ?

- 1 Very Satisfied
- 2 Generally Satisfied
- 3 Somewhat Dissatisfied
- 4 Very Dissatisfied
- 5 Don't Know

q8 Do you feel the quality of new residential developments in Gilbert has improved over the past few years?

- 1 Yes
- 2 No
- 3 Don't Know

- q9a How satisfied are you with the commercial development in Gilbert? Are you . . . ?
- | | | |
|---|-----------------------|----------------------------|
| 1 | Very Satisfied | [continue with q9b] |
| 2 | Generally Satisfied | [continue with q9b] |
| 3 | Somewhat Dissatisfied | [Go to q9c] |
| 4 | Very Dissatisfied | [Go to q9c] |
| 5 | Don't Know | [Go to q10a] |
- q9b Could you tell me why you feel satisfied with the commercial development in Gilbert? **[Probe; Go to q10a]**
- q9c Could you tell me why you are dissatisfied with the commercial development in Gilbert? **[Probe]**
- q10a Overall, how satisfied are you with the neighborhood in which you live? Are you . . . ?
- | | | |
|---|-----------------------|-----------------------------|
| 1 | Very Satisfied | [Continue with q10b] |
| 2 | Generally Satisfied | [Continue with q10b] |
| 3 | Somewhat Dissatisfied | [Go to q10c] |
| 4 | Very Dissatisfied | [Go to q10c] |
| 5 | Don't Know | [Go to q10d] |
- q10b Could you tell me why you feel satisfied with your neighborhood? **[Open-ended; probe; Go to q10d]**
- q10c Could you tell me why you are dissatisfied with your neighborhood? **[Open-ended; probe]**
- q10d How long ago was your neighborhood built? Was it built two years ago or less, three to five years ago, six to ten years ago, eleven to fifteen years ago, or 16 or more years ago?
- | | |
|---|---------------------|
| 1 | Two Yrs Ago or Less |
| 2 | 3 to 5 Yrs Ago |
| 3 | 6 to 10 Yrs Ago |
| 4 | 11 or 15 Yrs Ago |
| 5 | 16 or More Yrs Ago |
| 6 | Don't Know |

Knowledge about Town Decisions and Sources of Information

- q11 Town officials make decisions that affect the services you receive. Which of the following statements comes closest to expressing what you feel you usually know about these decisions?
- | | |
|---|---|
| 1 | Generally I know a great deal about Town policies and decisions. |
| 2 | Generally I know about some Town decisions, but there are some I don't know much about. |
| 3 | Generally I feel I know very little about Town decisions. |
| 4 | Don't Know |
- q12 What kind of information about the Town of Gilbert would be most helpful to you? **[Open-ended]**

Do you ever learn about Town policies, decisions, and services from any of the following sources?

[Randomize q13a to q13g]

- | | |
|------|-----------------------------------|
| q13a | Conversations with Town officials |
| q13b | Conversations with friends |
| q13c | Reading local newspapers |
| q13d | The Town's Cable Channel |
| q13e | the Town newsletter "Your Town" |
| q13f | the Town Website |
| q13g | Other |
- | | |
|---|------------------------|
| 1 | Yes, Learn from Source |
| 2 | No, Don't Use Source |

q14 What is your preferred means of receiving communications about Town policies, decisions, and services? **[Open-ended]**

Do you regularly read any of the following? **[Randomize q15a to q15e]**

- q15a the Arizona Republic
- q15b the East Valley Tribune
- q15c the Town Website
- q15d the Town newsletter "Your Town"
- 1 Yes, Learn from Source
- 2 No, Don't Use Source

q16 What type of programming would you like to see on Cable Channel 11? **[Open-ended]**

Decision Making and Participation

q17a How satisfied are you with the policy decisions made by the Mayor and members of the Town Council? Are you . . . ?

- 1 Very Satisfied **[Go to q18]**
- 2 Generally Satisfied **[Go to q18]**
- 3 Somewhat Dissatisfied **[Go to q17b]**
- 4 Very Dissatisfied **[Go to q17b]**
- 5 Don't Know **[Go to q18]**

q17b Can you explain why you feel that way? **[Open-ended; probe]**

q18 Would you say that Town officials encourage citizen participation in town government?

- 1 Yes
- 2 No
- 3 Don't Know

Preferred Allocation of Tax Dollars

q19 The current economic downturn has reduced Gilbert's sales and property tax revenues while the demand for public safety, street repairs, and other services is steady. The Town is considering various ways of keeping its budget balanced in these difficult times. If it were up to you, would you balance the Town budget by . . . ? **[rotate1 through 3]**

- 1 A reduction of Town services and associated costs
- 2 Increases in some taxes and fees
- 3 A combination of reduction of services and increased taxes and fees
- 4 Other, None of the above
- 5 Don't Know

q20a Overall are you satisfied with the value you get from your tax dollar for the services provided by the Town of Gilbert?

- 1 Yes **[Go to q21]**
- 2 No **[Go to q20b]**
- 3 Don't Know **[Go to q21]**

q20b Please tell me why you are not satisfied with the value you get for your tax dollar.

How important do you think it is for Gilbert to be involved in the following? Would you say that it is (1) Very Important, (2) Somewhat Important, (3) Neutral, (4) Somewhat Unimportant, or (5) Not at All Important for Gilbert to be involved in. . . ? **[randomize q21a through q21h]**

- q21a Providing community parks and parks with a specialty focus - like dog and equestrian parks, etc.
- q21b Creating multi-purpose trails and open space.
- q21c Providing public transportation / bus service.

- q21d Providing recreation programs.
- q21e Providing community special events.
- q21f Supporting fine arts projects and programs.
- q21g Supporting historical preservation.
- q21h Providing community and educational facilities like recreation centers and riparian preserves.

- 1 Very Important
- 2 Somewhat Important
- 3 Neutral
- 4 Somewhat Unimportant
- 5 Not at All Important
- 6 Don't Know

Evaluation of Services

Please tell me if you are Very Satisfied, Generally Satisfied, Somewhat Dissatisfied, or Very Dissatisfied with Gilbert's services in each of the following areas. **[Randomize q22a-o]**

- q22a Street repair and maintenance
- q22b Movement of traffic
- q22c Building code enforcement
- q22d Water
- q22e Garbage collection
- q22f Recycling program
- q22g Removal of weeds, junk cars, and similar annoyances
- q22h Parks
- q22i Recreation
- q22j Library
- q22k Fire Department
- q22l Police Department
- q22m Planning and Zoning
- q22n Uncontained refuse collection
- q22o Economic Development
- q22p Public transportation / bus service
- 1 Very Satisfied
- 2 Generally Satisfied
- 3 Somewhat Dissatisfied
- 4 Very Dissatisfied
- 5 Don't Know

q23a-p. Please tell me why you are dissatisfied with the service or services you indicated. **[Open-ended: Probe]**

Now I am going to read a number of items and I would like to know if you think the Town should be spending more, spending about the same, or spending less tax dollars as now on each item.

[Randomize q24a-q24i]

- q24a Fire Department
- q24b Police Department
- q24d Developing older downtown Gilbert
- q24d Repairing and maintaining streets
- q24e Water & sewer facilities
- q24f Parks facilities
- q24g Recreation programs/facilities
- q24h Library
- q24i Public transportation/ bus service
- 1 More

- 2 The Same
- 3 Less
- 4 Don't Know

q25 We have mentioned a number of services that Gilbert provides. Please tell me which **two** services you think should be the top priorities.

q26a What community events do you or members of your family attend? **[Probe]**

q26b What recreational programming have you or members of your family enrolled in? **[Probe]**

q27a How often do you or members of your family use parks or recreation facilities provided by the Town? Do you use them . . . ?

- 1 At Least Once per Week **[Go to 27b]**
- 2 Once or Twice Each Month **[Go to 27b]**
- 3 Three or Four Times a Year **[Go to 27c]**
- 4 Never or Rarely **[Go to 27c]**
- 5 Don't Know **[Go to 28]**

q27b Which Town parks and recreational facilities do you use? **[Go to 28 after answer.]**

q27c Are there any particular reasons why you and your family do not use the recreational facilities more often? **[Open-ended; prompt for issues of appearance, quality, range of amenities, or safety.]**

q28. How safe do you feel that your residence is from vandalism, burglary, or theft? Do you feel it is . . . ?

- 1 Very Safe
- 2 Generally Safe
- 3 Somewhat Unsafe
- 4 Very Unsafe
- 5 Don't Know

q29 How safe do you feel in Gilbert from violent crimes like being attacked or held up? Do you feel . . . ?

- 1 Very Safe
- 2 Generally Safe
- 3 Somewhat Unsafe
- 4 Very Unsafe
- 5 Don't Know

q30 How safe do you feel driving on Gilbert's streets? Do you feel. . . ?

- 1 Very Safe
- 2 Generally Safe
- 3 Somewhat Unsafe
- 4 Very Unsafe
- 5 Don't Know

Demographics

Finally, in order to validate our survey, I need to ask you some information so that we may categorize your answers with those of others who have responded.

- q31. Is your ethnic or racial background . . . ?
- 1 White-Caucasian
 - 2 Hispanic/Mexican-American
 - 3 Black/African-American
 - 4 Asian-American
 - 5 Other
 - 9 Refused / Missing
- q32. Are you currently a registered voter?
- 1 Yes
 - 2 No
 - 9 Refused / Missing
- q33. Is the type of residence you live in a . . . ?
- 1 Single Family Home
 - 2 Apartment/Condominium
 - 3 Mobile Home
 - 4 Duplex/Townhouse/Patio Home
 - 5 Other
 - 9 Refused / Missing
- q34. Do you . . . ?
- 1 Own Your Own Home
 - 2 Rent
 - 9 Refused / Missing
- q35. How many children under the age of 19 live in your home? **[Enter number]** _____
- q36. What is the highest grade or year of school you have completed?
- 1 Some High School or Less
 - 2 High School Graduate
 - 3 Some College (1-3 Years)
 - 4 College Graduate
 - 5 Postgraduate Education
 - 6 Trade-Vocational School
 - 7 Other
 - 9 Refused / Missing
- q37. Is your current marital status . . . ?
- 1 Single, Never Married
 - 2 Married
 - 3 Widowed
 - 4 Divorced
 - 9 Refused / Missing
- q38a. Are you . . . ?
- 1 Employed Full Time **[Go to 38b]**
 - 2 Employed Part Time **[Go to 38b]**
 - 3 Retired **[Go to 39]**
 - 4 Not Employed Now **[Go to 39]**
 - 5 Homemaker **[Go to 39]**
 - 6 A Student **[Go to 39]**
 - 9 Refused / Missing **[Go to 39]**
- q38b. Into which of the following categories best describes the job you do?
- 1 Farming
 - 2 General Labor

- 3 Skilled Labor
- 4 White-Collar Worker
- 5 Mid-Level Professional, Manager
- 6 High-Level Professional, Executive
- 7 Government / Public Service
- 8 Other
- 9 Refused

q38c How many miles is it from your home to your work site? **[Enter number]**

q38d In which community is your work site located?

- 1 Phoenix
- 2 Gilbert
- 3 Mesa
- 4 Chandler
- 5 Tempe
- 6 Scottsdale
- 7 Other: **[Enter city/town]**

q38e How many minutes does it take to drive from your home to your work site? **[Enter number]**

q40 For statistical purposes only, please tell me into which of the following categories your total annual household income falls? Is it . . . ?

- 1 Under \$15,000
- 2 \$15,000 to \$24,999
- 3 \$25,000 to \$34,999
- 4 \$35,000 to \$49,999
- 5 \$50,000 to \$64,999
- 6 \$65,000 to \$79,999
- 7 \$80,000 to \$99,999
- 8 \$100,000 or More
- 9 Refused

Thank you for your answers. They will help determine what Gilbert residents want for their community.